

# FINANCIAL TIMES

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World Business Newspaper <http://www.FT.com>

MONDAY FEBRUARY 23 1998

## WORLD NEWS

### Chirac and Kohl back Poland for early EU entry

Poland's drive for early European Union membership received a boost from French president Jacques Chirac and German Chancellor Helmut Kohl, at a tripartite summit in the western Polish city of Poznan. Meanwhile, Lithuania's foreign minister will today try to convince his counterparts from the 15 EU states that the country should be allowed to join soon. Page 2; Editorial Comment, Page 15

### SEC self-regulation move

The Securities and Exchange Commission has warned it might have to reconsider the system of self-regulation by US auditors in the light of mergers planned among several of the Big Six global accounting firms. Page 16

### Blair ponders meeting

UK prime minister Tony Blair is contemplating a new meeting with Sinn Féin leaders in an attempt to keep the republican party involved in the Northern Ireland peace talks. Page 16; Editorial Comment, Page 15

### US to reward Milosevic

In a shift in policy towards the Balkans, the US is moving to reward Yugoslav president Slobodan Milosevic for his support of the new, moderate Bosnian Serb government. Page 2

### Direct marketing campaign

The Federation of European Direct Marketing wants pressure applied to European Union states which limit promotions using loyalty cards, sweepstakes, gifts and the like. Page 2

### Russia-Ukraine accord

Economic ties between Russia and Ukraine are set to tighten when a 10-year economic agreement is signed in Moscow during a summit between presidents Leonid Kuchma of Ukraine and Boris Yeltsin of Russia. Page 2

### Computer virus warning

New computer viruses which can damage companies' software and cause costly disruption to businesses have more than doubled in the past 18 months. Page 6

### Swedish jobs pledge

Swedish prime minister Goran Persson pledged to create 100,000 companies by the end of 2000 as part of his battle to reduce unemployment. Page 18

### Brazilian film triumphs

Central Station, a low-budget road movie about a Brazilian boy searching for his father, directed by Walter Salles, won the Berlin Film Festival's Golden Bear award for best film. Page 4

### Dispute at Fifa

Fifa, world football's governing body, is being threatened with a potentially divisive dispute over the future of its presidency - one of the most powerful jobs in international sport. Page 4

### Rusedski wins final

Greg Rusedski fought back to beat Marc Rosset of Switzerland in the final of the European Community Championship in Antwerp. The UK number one beat the defending champion 7-6 3-6 6-1 6-4. Page 6

### Boeing offer to RAF

Boeing has stepped up its drive to persuade the Royal Air Force to use its C-17 transport aircraft, apparently offering to lease it. Page 6

### Kurdish rebels seek truce

The Kurdish warlords who control northern Iraq are tentatively abandoning their violent struggle for supremacy. Page 3

### Attack on French train

A French TGV train suffered minor damage when an explosive device went off on the track in the Basque city of Irun in Spain. Page 3

## BUSINESS NEWS

### Mitsubishi to quit European and Japanese PC markets

Mitsubishi Electric, Japanese consumer goods group, is to quit the European and Japanese personal computer markets in a move which signals the end of Apricot Computers, one of the oldest UK consumer computer brands. Page 17

### Goldman Sachs Asset Management

Management is to launch its first marketing exercise in Europe in an effort to enter the highly competitive UK pension fund market. Page 17

### Dresdner Bank

Germany's second biggest bank, raised annual pre-tax profits by nearly 20 per cent to DM3.3bn (\$1.8bn). Page 20

### Morgan Stanley Dean Witter

Discover, US financial services group, plans to create a global payments network as a base for launching its Discover credit card worldwide. Page 17

### CLT-UFA

Europe's biggest television and radio broadcaster, is to sell its 20 per cent direct stake in French satellite TV service TPS to two other French shareholders in the venture, Suez Lyonnais des Eaux and M6. Page 21

### Price Waterhouse

International accountancy firm, abandoned a plan to take a significant stake in Origin, a computer services subsidiary of Dutch electronics group Philips. Page 17

### Société Générale

The French bank, agreed to buy US investment banking partnership Cowen & Company for \$540m in cash. Page 20

### Merrill Lynch

Goldman Sachs and Schroders have been appointed advisers by the Czech government for the sale of its remaining stakes in three of the country's biggest banks. Page 18

### DSM and Gist-Brocades

Dutch chemicals companies, are exploring "possible forms of co-operation" following speculation of a \$1.8bn (\$400m) merger. Page 20

### Barclays Bank

The UK refused to comment on reports that it planned to bid for Standard Chartered, UK-based international bank. Page 18; Lex, Page 18

### MY Holdings

UK paperboard and plastics packaging group, is set to announce the formation of a European alliance to help members win more business from multinational pharmaceutical groups. Page 18

### Videologic

UK-based graphics technology group, is to launch its second-generation PowerVR 3D graphics chip, aimed at the arcade systems, personal computer and set-top box markets. Page 18

### LLP

business information group and publisher of Lloyd's List, plans an initial public offering on the London stock exchange. Page 18

### United News & Media

UK media conglomerate, is in the final stages of talks to sell its northern regional newspaper division to venture capital group Candover. Page 18

### Bass

UK brewing and leisure group, will today brief institutional shareholders and analysts on its agreement to buy InterContinental Hotels and Resorts for \$2.5bn from Japan's Saison group. Page 17

### Hyundai Electronics

smallest and most indebted of South Korea's three main chipmakers, sold Symbolix Logic, its US non-memory chip subsidiary, to Adaptec in a \$775m deal. Page 17

## UN secretary-general confident that security council will back agreement

# Annan makes peace deal with Saddam

By Rula Khalaf in Baghdad, Mark Suzman in Washington and David Gardner in London

United Nations secretary-general Kofi Annan yesterday achieved a diplomatic breakthrough which would allow UN weapons inspectors full access to Iraq's "presidential" sites.

Following a three-hour meeting between Mr Annan and Iraqi President Saddam Hussein, Fred Eckhard, Mr Annan's spokesman, said there was an agreed text of a deal aimed at ending the standoff between Baghdad and the UN which would be signed today.

Mr Eckhard said the secretary-general expected to be able to sell any final agreement to the UN security council when he met the members on Tuesday.

However, Madeleine Albright, US secretary of state, warned yesterday that "it is possible that [Mr Annan] will come back with something we will not like, in which case we will pursue our national interest".

The US was sceptical about the progress in the talks and emphasised that it was continuing its military build-up in the Gulf, begun after Mr Saddam denied

UN weapons inspectors access to eight "presidential" compounds including his palaces.

Speaking on television yesterday, both William Cohen, US defence secretary, and Mrs Albright said they would consider a deal with Mr Saddam only if it provided "full, unfettered, unconditional access" to the UN inspection teams charged with dismantling Iraq's weapons of mass destruction.

Mrs Albright said the US would keep an open mind about any deal the secretary-general might reach and she stressed that there were no "artificial deadlines" for a military strike against Iraq.

A UN official said yesterday that Mr Annan had consulted all five members of the security council, including the US, over the weekend and that he had the authority to conclude a deal.

UN officials said the deal would maintain the principle of unfettered access to presidential sites but through a revamped inspection regime which takes account of Iraqi concerns over sovereignty. It is assumed that the formula would include diplomats accompanying UN inspectors while Mr Saddam's "palaces"



A US soldier yesterday guarding the area of the Kuwaiti army Ahmad al-Jaber airbase where Patriot missile launchers are placed to defend aircraft ready to carry out strikes on Iraq

would be inspected more delicately than other buildings. The major sticking point Mr Annan discussed with Mr Saddam was Iraq's demand that inspections be completed within two months. By the time Mr Annan came out of the meeting in Baghdad's Republican palace, however, progress appeared to have been made on this.

Britain sounded a conciliatory note yesterday when Robin Cook, UK foreign secretary, said sanctions against Iraq could be lifted soon if Mr Saddam reached an

acceptable deal with Mr Annan. "If he really is willing this time to co-operate, that could be done in the fairly near future," Mr Cook told the BBC.

But as US and UK preparations for war proceeded, Arab opposition to the threatened air strikes increased the growing tension throughout the Middle East.

In Jordan, the army sealed off the city of Maan after two days of pro-Iraqi rioting and the authorities hinted they may impose a state of emergency.

In Abu Dhabi, Sheikh Zaid bin

Sultan al-Nahayan, president of the United Arab Emirates, described US threats of military action as "bad and loathsome", and became the first Gulf Arab leader to say that Iraq does not pose a threat to its neighbours.

And in Moscow Gennady Zyuganov, leader of the Communist Party, said Washington was behaving like "a drunken sheriff acting as judge, jury and executioner". Russia is firmly opposed to military action against Iraq.

Iraq crisis, Page 3

## G8 takes up fight against unemployment

By Robert Taylor, Robert Chote and Wolfgang Münchau

An international programme to promote jobs and combat unemployment and social exclusion was agreed yesterday by the governments of eight of the world's most powerful economies.

It is the first time such an international conference has sought to integrate economic and social policies to tackle unemployment.

Finance and employment ministers from the Group of Seven leading industrial countries - plus Russia - said in London their new approach involves developing sound macroeconomic policies, structural reforms to

labour, capital and product markets, and fostering entrepreneurship to help small and medium-sized enterprises.

"A new employment agenda is vital against the background of intensified global competition and technological advances," said Gordon Brown, the UK chancellor who presided over the conference.

At the previous day's G7 meeting, Japan came under pressure to give its economy a further fiscal boost. Finance ministers and central bank governors from the G7 dismissed last week's stimulus package as inadequate.

In its communiqué, the G7 stated bluntly: "In Japan, activity is low and the outlook is weak."

It added that the International Monetary Fund believed there was now a strong case for fiscal stimulus to support activity during 1998.

Robert Rubin, the US Treasury secretary, urged Japan to do more to boost domestic demand, saying this would help the victims of the Asian financial crisis, which was also on the agenda.

Japanese officials said the IMF was particularly worried about the lack of stimulus in the second half of this year. But they insisted the impact of their recent fiscal measures had been underestimated.

"If they had been evaluated fully, they would not have been deemed insufficient," said Hikaru

Matsunaga, the Japanese finance minister. He cited ¥2,000bn (\$15.8bn) in special income tax cuts and the latest measures to stabilise Japan's financial system.

In Japan yesterday, Koichi Kato, secretary-general of the ruling Liberal Democratic party, said the country was not now considering extra spending in the form of a supplementary budget but might take steps depending on economic conditions in April and May.

Turning to the economies of the other G7 members, the communiqué noted that growth had been strong in the US, UK and Canada, but domestic inflationary pressures had been weaker

than experience would have suggested. Their authorities promised to act if inflationary pressures surfaced.

Meanwhile, growth in France, Germany and Italy was picking up and was increasingly driven by consumption and investment rather than exports.

"While this recovery will help to create new jobs, reducing unemployment to acceptable levels in these countries on a sustainable basis will require implementing further significant structural reforms especially in the labour market but also elsewhere in the economy," the communiqué said.

G7 reports, Page 4

## Parmalat issues first euro convertible bond

By Edward Luce in London

Parmalat, one of Italy's leading food producers, this weekend launched the first equity-linked contract denominated in euros, the future European single currency.

The \$252m convertible bond is expected to be followed by a wave of euro issues in the run-up to monetary union in Europe next January.

A convertible bond is debt that can be converted into the equity of the company which issues the bond if its share price rises above a pre-specified ceiling.

The convertible bond follows strong growth over the past year

of the euro-denominated debt market, which has recently exceeded \$150bn in outstanding issues (if Euro-denominated bonds are included).

Bankers say the debt market has grown faster than the equity market because there is a more international market for bonds than shares.

"Equity still tends to be very dominated by domestic stock markets," said one analyst.

"After Euro that will change."

Bankers say it is logical to issue equity-linked bonds in euros in light of the near-

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The Jumbo bond, Page 24

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This announcement appears as a matter of record only.



PolyGram Filmed Entertainment, Inc.

a wholly-owned subsidiary of

PolyGram N.V.

has acquired

Epic Pictures Enterprises, Inc.

and other companies together comprising  
a 1,044 title library of film catalogs  
formerly owned by

Consortium de Réalisation

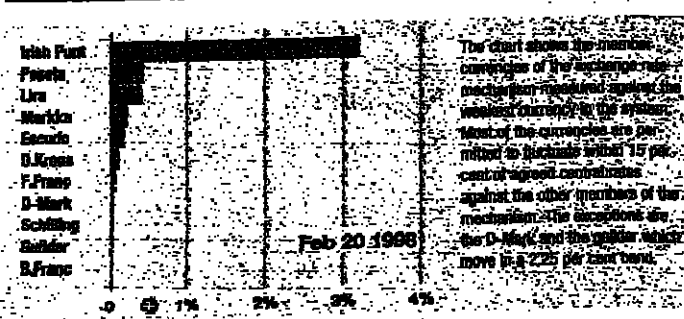
The undersigned acted as the financial advisor to  
PolyGram in the above transaction.



Société Générale Bannion, L.L.C.

January 15, 1998

## EMS: Grid



The Irish punt continued its gradual fall towards its central rate on the EMS grid last week. Nine of the other currencies were within 0.45 per cent against the weakest currency on the grid, the Belgian franc. Currencies, Page 28

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	1997	1998	1999	2000
Adm.	101,200	101,200	101,200	101,200
Gen.	101,200	101,200	101,200	101,200
Indus.	101,200	101,200	101,200	101,200
Mar.	101,200	101,200	101,200	101,200
Med.	101,200	101,200	101,200	101,200
Pharm.	101,200	101,200	101,200	101,200
Pub.	101,200	101,200	101,200	101,200
Sci.	101,200	101,200	101,200	101,200
Tele.	101,200	101,200	101,200	101,200
Trans.	101,200	101,200	101,200	101,200
Util.	101,200	101,200	101,200	101,200
Whol.	101,200	101,200	101,200	101,200

## NEWS: INTERNATIONAL

## EU accession raises visa worry in east

E Europeans face travel restrictions once Hungary and Poland join Union, says Anatol Lieven

Eastern European countries are afraid that trade and contacts in the region will be hit by rules on travel which will come into force in Poland and Hungary when the two countries join the European Union.

At present, it is possible to travel without a visa between the two states and some eastern European countries which are also not members of the EU. This will not be possible under the so-called Schengen rules, which will apply to Poland and Hungary when the two countries join the EU.

Speaking last week at a conference in Kiev organised by the Institute for East-West Studies, ambassador Sergiu Celac of Romania said: "Schengen may create a more effective dividing line than anything seen since the cold war."

Romania, Ukraine and Belarus are likely to be especially badly affected. Last year Poland, under pressure from the EU, introduced a visa regime with Belarus, sparking demonstrations by tens of thousands of Polish and Belarusian traders. Poland still has a visa-free arrangement with Ukraine, but this will have to change when Poland joins the Union.

A senior European Commission official stressed that the terms of Schengen were not negotiable. "In the Treaty of Amsterdam, there is a requirement that new applicants take on Schengen in its entirety, and several present EU members will insist on that," he pointed out. That border control issues were pre-conditions of national governments, so that requests for changes would mean "going to talk with the Ger-

man interior minister".

Polish and Hungarian officials are also expressing concern about the likely results of their accession to the EU. Poland regards the stability of Ukraine as a vital national interest and has put much effort into developing trade links. Hungary is worried that Schengen rules will create a new barrier between Hungary and the large Hungarian minorities in Romania, Slovakia and other states which are not likely to enter the EU for a considerable time.

Mr Celac fears this may lead Hungary to introduce special visa rules favouring ethnic Hungarians, threatening ethnic harmony in Romania. He said: "This is a danger which should be taken seriously at the level of the Union as a whole, because telling us to go and

talk to the interior minister of Bavaria or wherever is not the kind of answer we expect from friends and allies."

But Polish and Hungarian representatives say that they do not expect to have much room for manoeuvre on this issue when they negotiate the terms of their membership with the EU.

"If we try to negotiate over this, the Spanish and others will use it to delay our entry or force us into second-class membership," said Prof Antoni Kaminski of the Polish Institute of Political Studies.

"So we will have to be more Catholic than the Pope over this question."

However, Prof Kaminski said that there was room for some flexibility within Schengen. Long-term multi-entry visas could be

arranged for legitimate traders and people with family links in countries covered by the rules.

Other experts said that in the years before Poland and Hungary join, the EU must help to improve border supervision in the two countries.

"We've got it backwards," said Timothy Snyder of Harvard University.

"It is foolish to ask the present badly paid handful of Polish border guards to tighten Poland's eastern border."

EU members also needed to improve and co-ordinate their own visa services to make the application process less humiliating, according to Mr Celac. He said: "People should be able to see western consulates as a service, not a kind of Gestapo."



Chirac (left), Kwasniewski and Kohl bow their heads while reviewing a guard of honour outside Poznan's city hall

## Chirac and Kohl back early Polish membership

By Christopher Bobinski in Warsaw

Poland's drive for early membership of the European Union received a powerful boost at the weekend from Jacques Chirac, the French president, and Helmut Kohl, the German chancellor, at a tripartite summit in the western Polish city of Poznan.

The support from France and Germany strengthens Poland's position prior to the start in six weeks of talks with Brussels over membership. The European Commission had signalled that Poland might not be able to join until the middle of the next decade.

The meeting was the first summit of the three countries. Meetings at ministerial level have been held since 1991, when the three foreign ministers met for the first time at Weimar in Germany to initiate a process which has become known as the "Weimar triangle". Yesterday Aleksander Kwasniewski, the Polish

president, said the "Weimar" meetings had helped facilitate Poland's progress towards EU membership.

Mr Chirac said the 15 member states of the EU wanted Poland to join as soon as possible. Before arriving in Poland, he had said the EU should aim to allow Poland to join in 2000. Mr Chirac added that early Polish membership of the North Atlantic Treaty Organisation was also a priority. Poland's application for NATO membership is in the process of being ratified by the parliaments of the 16 member countries.

Mr Kohl echoed the French president when he said: "Poland should find itself inside NATO and of course the EU as soon as possible."

He appealed to the Poles to make the economic and social adjustments necessary for EU membership. They had to change their mentality and drop habits acquired in their communist past.

Neither Mr Kohl nor Mr

Chirac went as far as making concrete promises of funds to help finance the changes that Poland would have to make to qualify. Mr Kohl merely said that both France and Germany were ready to provide "support within a framework of the Poles supporting themselves".

Mr Chirac said Germany, France and Poland would play a role in building the "Europe of the future", implying that Poland, once inside the EU, would serve to maintain contacts with the eastern and central European countries still waiting to join.

Mr Kohl and Mr Chirac will next month meet Boris Yeltsin, the Russian president, in an attempt to initiate a similar triangular arrangement.

However, Mr Kohl signalled to his audience in Poznan that Germany and France would not enter into an agreement with Russia which harmed Polish interests.

Editorial comment, Page 15

## Reformed Lithuania now ready to join, says PM

By John Thornhill and Matej Vopivnik

Lithuania's foreign minister will today try to convince his counterparts from the 15 European Union states that the country should be allowed to join the EU as soon as possible.

Disappointed by its exclusion from the shortlist of six applicant countries put on the "fast track" to EU membership at the Luxembourg summit last year, Lithuania has since been scrambling to reform its economy and harmonise its laws to European standards.

Lithuania thinks those efforts will allow it to make a convincing case in the foreign ministers' meeting today. In an interview with the Financial Times, Gediminas Vagnorius, prime minister, said it was now ready to join the EU. "If the same criteria and the same requirements are applied to us as to the countries in the first wave, then we think that we have even better chances than some of those countries [to enter the EU soon]."

Mr Vagnorius said the election of Valdas Adamkus as president would give further impetus to the country's reform effort and strengthen its chances of gaining early admission to the EU. Mr Adamkus, a 71-year-old American-Lithuanian who strongly supports Lithuania's re-integration with western Europe and entry into the EU and the North Atlantic Treaty Organisation (Nato), last month scored a narrow victory in the presidential elections.

"I personally believe that there are two major foreign policy issues: to make sure that Lithuania will become a member of the EU and Nato," he said in an interview.

On entering office later this week, Mr Adamkus finds an economy which has been making great strides to catch up with the other two Baltic states, Latvia and

Estonia. While its northern neighbours embraced the free market in the aftermath of independence from the Soviet Union in 1991, Lithuania lost time in deciding how fast reform should proceed as alternating governments of ex-communists and conservatives half-heartedly liberalised the economy.

While the powers of his office are limited, Mr Adamkus has been arguing that the scope of the presidency should be extended in domestic policy. He appears determined to cut back bureaucracy by reducing the number of ministries from 17 to 11. He is considering appointing one of Lithuania's leading free-market advocates to the post of economic adviser.

With reforms now under way, Lithuania's economy grew 6 per cent last year, and a report published by the European Commission last autumn forecast that the country of 3.7m was likely to have higher rates of economic growth over the next two years than any of the other nine applicant countries in central Europe. "If the current prudence on the fiscal side is maintained, the economy should continue to grow," said Adalbert Knöbl, the International Monetary Fund's resident representative.

Privatisation has slowly been gaining momentum. A portion of the state banking sector should be privatised by the end of this year, while negotiations are under way to sell Lithuanian Telecom, the state-owned monopoly, to a foreign investor in the coming months.

Mr Vagnorius hoped that the EU would be impressed by the pace of economic change in Lithuania. "We will not be discouraged even if we feel that there is some discrimination against us," he said.

"We will move so quickly that the European Commission will find it very uncomfortable not to invite us to join."



Vagnorius: moving quickly

## EU states criticised over sales promotion curbs

By Emma Tucker in Brussels

Direct marketing associations want pressure applied to European Union states which place limitations on companies that want to promote sales through schemes such as loyalty cards, sweepstakes and gifts.

The Federation of European Direct Marketing (Fedema) says variations among national laws mean companies cannot offer the same sales promotion cam-

paigns across the EU, but have to invest heavily in local and national legal advice to avoid difficulties.

"Sales promotion regulations vary so widely in the EU that they constitute a serious distortion to intra-EU trade," the association said.

Germany, which has particularly restrictive laws against sales promotions, is Fedema's chief target. The federation believes the European Commission has failed to act on complaints brought

against Germany because of political pressure from inside the Commission.

One complaint involves a record club owned by Polygram, whose introductory "three for the price of two" offer fell foul of German restrictions. The club moved to the Netherlands but was still unable to send mail shots to German consumers.

American Express and a company called Airmiles International have also complained about discrimination because they are not allowed

to offer airmiles schemes. The cases have been before the Commission for over four years.

Separately, Brussels is expected to adopt a general position on direct marketing over the next few weeks. This is likely to suggest setting up a committee of government experts to study cases where national regulations distort the single market, and to assess whether the rules are justified.

If the rules are found to be a barrier to the single mar-

ket, the Commission would put pressure on the member state and could ultimately take court action.

Brussels has shied away from harmonising legislation, as the regulations and their legal basis vary so greatly from country to country.

Germany and Luxembourg have the most restrictive laws against sales promotions. In Germany companies are prohibited from "creating exaggerated attraction" when offering gifts.

This includes a definition of the monetary value of a gift (DM7, or \$9.90).

The use of lotteries, sweepstakes and games of chance to promote sales is also complicated by differing laws. In the UK, such techniques are considered to be a form of gambling and are heavily regulated.

In Italy, the finance ministry must give permission for any premiums which offer money or for loyalty schemes such as the awarding of airmiles.

## Yugoslav leader may gain from backing the Bosnian Serb moderates

## US planning reward for Milosevic

By David Buchan in Washington

In a shift in policy towards the Balkans, the US is moving to reward Slobodan Milosevic, the Yugoslav president, for his support of the new moderate Bosnian Serb government.

However, the US will not go as far as lifting the main international sanctions on the rump Yugoslav state.

Robert Gelbard, the special US envoy on the Balkans, is due to see Mr Milosevic in Belgrade today. In an interview before he left Washington, Mr Gelbard said the US was "clearly signalling" its appreciation of Mr Milosevic's support for the Bosnian Serb government of the

prime minister, Milorad Dodik.

Mr Gelbard added that he would discuss concrete forms this appreciation might take in today's meeting, though he refused to give details.

The Gelbard mission to Belgrade follows Mr Dodik's highly successful visit to Washington late last week. After meeting the new Bosnian Serb premier on Friday, Madeleine Albright, the secretary of state, called him "a breath of fresh air", and promised him an immediate \$5m in balance of payments support.

Mr Gelbard forecast the US would this year give the Republika Srpska (RS) - the Serb component of the Bos-

nia-Herzegovina federation proposed under the 1995 Dayton peace accords - \$50m in infrastructure assistance as well as food aid. Mr Dodik also discussed new project aid with the World Bank.

US officials say the prospects of Bosnia as a whole getting a \$60m structural adjustment loan from the World Bank and a \$90m standby credit from the International Monetary Fund now depend in part on the Moslem-Croat component of the state showing greater financial transparency.

This is a significant shift for Washington, which has hitherto been the main foreign champion of the Mos-

lem-Croat joint entity inside Bosnia.

Mr Albright endorsed Mr Dodik's desire for the republic of Croatia to unseal its border with the RS. Washington will now try to press Zagreb into restoring trade links with the Bosnian Serbs.

For his part, Mr Dodik was said to be ready to work with the US in persuading more indicted Bosnian Serb war criminals to surrender themselves for trial at the tribunal in The Hague, as two did last weekend.

US officials hope that one day they can persuade Mr Milosevic to orchestrate similar voluntary surrenders inside Serbia. For the moment, though, they see no

sign that he is ready to hand over the three Yugoslav army officers indicted by The Hague. They complain that General Ratko Mladic, the Bosnian Serb war commander, one of the most wanted war crimes suspects, has now taken refuge inside Serbia.

The US still believes the "outer wall of sanctions" should remain around Yugoslavia, barring it from the United Nations and from IMF and World Bank money. It envisages the sanctions remaining until Belgrade settles outstanding debt and asset issues, improves human rights and, above all, embarks on a dialogue with the Albanian majority in its Kosovo province.

## NEWS DIGEST

## Turkish party being disbanded

Turkish authorities have begun disbanding the pro-Islamist Welfare party, after the country's constitutional court published in the official gazette the text of its ruling last month that closed down Turkey's biggest party for agitating against the secular order.

Necmettin Erbakan, 71, the party's leader, and four other Welfare members now lose their seats in parliament and begin a five-year ban on political office. The treasury will take over the party's assets. Welfare's 147 MPs, who form the largest bloc in parliament, will sit as independents. Mr Erbakan and other party officials may now face further charges for sedition and contempt of court.

Mr Erbakan has said Welfare will appeal to the European Court of Human Rights, although the constitutional court's president said last year that Turkey would not recognise its ruling on this case. John Barham, Ankara

## OIL REPORT

## Threat to profitability

Demand for refined oil products is growing steadily but the profitability of oil refining is threatened by environmental concerns, excess capacity and increased competition, the International Labour Organisation says in a report published today.

The world's 1m oil workers, who traditionally have had higher pay and better working conditions than many other workers, also face job losses due to new technology and the global move to privatisation.

The report, produced for an ILO meeting this week of governments, trade unions and employers from 19 countries, says eastern Europe and Latin America will be worst affected by changes. Frances Williams, Geneva

\* Employment and industrial relations issues in oil refining. Available from ILO publications, CH-1211 Geneva 22, SF+17.50.

## POISON: ARRESTS

## 'Anthrax' deemed harmless

The vials of suspected anthrax seized last week from two Nevada men who were later arrested contain a harmless, veterinary vaccine that is no threat to people, laboratory tests have shown.

Army scientists said the vaccine could not be converted into harmful "military grade" anthrax and used as a weapon. "There is no reason for anyone to be concerned about contaminants," an FBI agent said.

There had been fears that the two were planning a terrorist attack using the poison, possibly in New York.

One of the two suspects was released following the tests, but Larry Wayne Harris, a microbiologist who has previously been convicted of fraudulently obtaining bubonic plague, remained in custody pending a formal hearing today. Mark Suzman, Washington

## RUSSIA-UKRAINE

## Ten-year economic pact

Economic ties between Russia and Ukraine are set to tighten further this week when a 10-year economic agreement is signed in Moscow at talks between Leonid Kuchma, Ukraine's president, and Boris Yeltsin, Russia's president.

As a result of the agreement, trade between the two countries should grow 2.5 times by 2007, according to Victor Chornomyrdin, Russia's prime minister, who was in Kiev on Friday to initial the agreement.

Details of the agreement are sketchy, though it is said to include the framework for co-operation between several Russian and Ukrainian factories. Charles Clover, Kiev

Emerging markets: Buyer is king in Ukraine, Page 24

## INDIA

## Uttar Pradesh rulers sacked

The second voting day in India's elections was overshadowed yesterday by a row over the surprise weekend dismissal of a Bharatiya Janata Party-led state government, a move which prompted Atal Bihari Vajpayee, BJP prime ministerial candidate, to declare a "fast unto death" in protest.

Voting was largely peaceful in the 183 of India's 543 constituencies which have polled, though reports of shootings and other violence again emerged from northern Bihar state, taking the death toll in the state to 24 since the first round of voting on February 16.

But the political focus lay in Delhi and Uttar Pradesh state, India's most populous, after the dismissal late on Saturday of the state's BJP government by Ramesh Bhandari, the state's governor. Mr Bhandari dismissed the four-month-old government after rival parties claimed the BJP no longer enjoyed a majority in the state's 425-seat house.

The move sparked immediate protests from the BJP, whose president, Lal Krishna Advani, met K.R. Narayanan, India's president, yesterday to urge the dismissal of the UP governor. Mark Nicholson, Madras

## SLOVAKIAN PRESIDENCY

## Referendum to be rerun

President Michal Kovac has announced a re-run of a referendum to have the Slovak president directly elected, as two more candidates set about the hopeless task of winning the support of three fifths of parliament.

Mr Kovac backed a referendum last May to avoid a constitutional vacuum when he steps down on March 2 but the interior ministry removed the question from ballot papers. The constitutional court said last week the ministry had acted unlawfully.

Earlier this month a first attempt to elect a president failed. On Friday two candidates - Ladislav Batlek and Milan Fogas - were nominated for a second attempt on March 5 but neither is likely to win because the ruling party of the prime minister, Vladimir Meciar, has a blocking vote in parliament.

Mr Meciar, who is trailing the opposition in opinion polls with elections due in September, is reported to be considering standing himself in a future round, but he needs the support of some opposition deputies. If no president is elected by the time his long-time foe, Mr Kovac, steps down, Mr Meciar will in any case take over most of his powers. Robert Anderson, Prague

## GERMAN PAY

## Kohl calls for flexible deals

German Chancellor Helmut Kohl said yesterday he supported greater flexibility in wage agreements, as he entered the controversial debate about how to get the country's record number of unemployed back to work.

Mr Kohl, who seeks re-election for a fifth consecutive term in September, ruled out being part of a grand coalition between his Christian Democratic Union and opposition Social Democratic party should the election prove inconclusive. In an interview with German television channel Pro7, Mr Kohl said he was confident of winning the general election with a higher vote than he did four years ago.

Mr Kohl said unemployment had reached its peak in western Germany but remained a severe problem in the new Bundesländer in the east. But he said it was up to the country's powerful labour unions and employer organisations, not the government, to strike more flexible agreements to create jobs. Graham Bouley, Frankfurt

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## NEWS: THE IRAQ CRISIS

# Jordan may declare state of emergency

## Uncertainty hits business in the Gulf

### Tough response to pro-Iraq demonstrations



A protester in Maan, Jordan, yesterday holds a tear-gas canister seized from police in earlier pro-Iraq demonstrations.

Jordan yesterday responded firmly after a weekend of pro-Iraq demonstrations, hinting that it might introduce a state of emergency.

A clampdown was also enforced in the West Bank where further protests prompted the Palestinian Authority (PA) to close several private television stations.

However, the tough action by King Hussein of Jordan and Yasser Arafat, PA president, in continuing to oppose the protests, reflects the difficult balancing act they face in their efforts not to alienate either US or Arab support.

King Hussein rebuilt fences with the west after he refused to support the US-led coalition against Iraq during the 1991 Gulf war. Mr Arafat, who sided with President Saddam Hussein, was

recently told by the US State Department to curb pro-Iraq protests in which youths burned US and Israeli flags.

Some of those demonstrations have been organised by Fatah, Mr Arafat's dominant faction within the Palestine Liberation Organisation.

Palestinians increasingly resent what they see as inconsistent US policy which demands that Iraq comply with United Nations resolutions. They believe Washington turns a blind eye to Israel's disregard of any UN resolutions. Mr Arafat, for the moment, feels he cannot alienate Washington.

But the demonstrations in the West Bank and Jordan at the weekend were far from similar, even though 60 per cent of Jordan's population is of Palestinian origin.

The clashes which occurred in the Jordanian

city of Maan, in which one person was killed, have little to do with Palestinians, or for that matter, the Israeli-Palestinian conflict. The causes are partly economic and partly tribal.

Maan is about 250 km south of Amman, the Jordanian capital. Most of the 40,000-strong population is Bedouin with strong clan links with Saudi Arabia. The unemployment rate is high, infrastructure is poor and, as International Monetary Fund-backed structural reforms bite, the plight of the less well-off deteriorates.

The protests at Maan highlighted some of those frustrations, doubly embarrassing for King Hussein since the Bedouins have been promoted during his reign and this is the second time in 19 months that Bedouin-inspired riots have pushed the

regime to introduce harsh security measures.

Jordanian officials yesterday said the king could not take any risks, as refugees start crossing the border from Iraq, and aid agencies are preparing for the worst if the US bombs Iraq. Jordan said it would close its border to refugees but the long border, notorious for smuggling, is impossible to make watertight.

"If the stability of our country is jeopardised, we would consider taking those measures necessary to protect our stability," an official said, confirming remarks by Abdul Salam al-Majali, prime minister, who yesterday said Jordan might have to declare a state of emergency if hostilities broke out in the Gulf.

Judy Dempsey

By Robin Allen in Dubai

The Iraq crisis has injected an additional element of uncertainty into Gulf business, already hit by falling oil prices and turmoil in Asian countries, which are both customers and financiers for much of the region's trade.

Container lines and shipping companies which operate feeder services into the Gulf are reported to be considering applying higher rates in anticipation of an insurance surcharge if the US mounts an air strike against Iraq.

"As yet, rates for cargo are unchanged," one Gulf insurer said yesterday. "But underwriters have given 30 days' notice of a change in hull and machinery rates, which are likely to go up in the event of any hostilities."

Yet the UN stand-off with Iraq is the least important of several factors, both short- and longer-term, affecting the scale of investments in the wider Gulf area.

Other disincentives with more lasting implications are the rising cost of office accommodation and daily living, and heavy-handed bureaucracy. In addition to these factors is "the bigger, indirect effect from the turmoil in Asia, which has changed the whole attitude to investment in emerging markets everywhere," said Kevin Taecker, chief economist at Saudi-American Bank in Riyadh.

Other Saudi-based bankers say the government's delay in announcing its investment law, which is expected to introduce more incentives to private sector foreign investors but which is not due out until next year, is also a greater deterrent than the immediate threat posed by Iraq.

"There has been no withdrawal of funds from the area," said Christopher Powell, regional manager of Netherlands merchant bank

ers MeesPierson. Western fund managers who run unit trusts and other "opportunity" funds report no rush to sell out of the few Gulf funds that exist. This could change quickly if, as many fear, US-led bombing leads to more, not less, Iraqi defiance of the UN, and inflames popular opinion in the wider region.

"A US-led assault is the last thing we need at the moment," said Abdul-Aziz al-Dukheil, chairman of the Riyadh-based Consulting Centre for Finance & Investment. "We are not sure that bombing or striking Iraq is going to eliminate or minimise the problem."

Hotels in Abu Dhabi and Dubai, the two richest of the states comprising the United Arab Emirates (UAE), report a "sudden" fall of up to 50 per cent in hotel occupancy. Retail businesses which depend on German and Russian tourists report "a significant drop" in business.

In the last week regional stock markets in Bahrain, Kuwait, Oman, and Saudi Arabia have fallen off by between one and three per cent on top of downward movements the previous week. However, profit-taking after last year's buoyant performance and lack of confidence from falling oil prices are as much blamed as the Iraq crisis.

"How a bank or investor reacts to the Iraq crisis," said Abdul-Aziz al-Ghurair, chief executive of Dubai's Mashreq Bank, which has just reported record earnings for last year, "depends on whether your interest is short- or long-term."

"We have 60 per cent of global oil reserves in this area. We have lived through two regional wars in the last 16 years, and they had no impact on the long term. This crisis cannot be worse than the last Gulf war in 1990-91, since when we have had sustained growth." Many Gulf Arab and western bankers agree with him.

## Kurdish warlords seek an uneasy truce

By John Barham in Ankara

The Kurdish warlords who control northern Iraq are abandoning, if only temporarily, their violent struggle for supremacy in the enclave in the face of attack by Iraqi government forces in the south and intervention by Turkey in the north.

Representatives of the Kurdistan Democratic party (KDP) and Patriotic Union of Kurdistan (PUK), which have fought each other intermittently since wresting the region from Baghdad's control in the aftermath of the Gulf war, last week held a second round of peace talks.

For four hours, delegates discussed confidence-building measures, such as improving electricity supplies and easing movement of civilians across the front line that divides the region.

President Saddam Hussein attempted to destroy the Kurdish *peshmerga* guerrillas as they rose up in revolt in 1991 after the Gulf war. The fighting drove 1m ref-

ugees into the mountains, where many froze to death as they fled to Turkey.

International intervention led by the US and UK stopped Iraq's offensive by establishing a no-fly zone in northern Iraq and creating "safe havens" there for the Kurds.

Although both Kurdish groups have fought Baghdad and each other - for decades, they never lost contact with Mr Saddam.

In September 1996, the KDP allied with Iraqi government forces to dislodge PUK *peshmerga* from the region's capital Arbil.

That led to a brief US missile attack on targets in southern Iraq. The fighting soon stopped. Iraqi troops withdrew, after agents of the Muhabarat secret service executed Iraqi Arab rebels of the US-backed Iraqi National Congress based in the Kurdish north.

Now Turkey is becoming even more closely involved in northern Iraq. It has mobilised thousands of troops along its 240km border with

the region to prevent an influx of refugees and, possibly, to prevent any change in the regional balance of power.

Bulent Ecevit, Turkish deputy prime minister, rejected pleas from the United Nations High Commissioner for Refugees for Turkey to keep its borders open.

"It is impossible for us to let them in," he said. "But there is no need for concern. Turkey has the capability to protect them from across its borders."

The Turkish Red Crescent, working with the military, has stocks of food and tents for 100,000 people, which they would send to refugees on the Iraq side of the frontier.

Ankara has forged an uneasy alliance with Mullah Mustafa Barzani's KDP which controls the northern section of the Kurdish enclave along the frontier with Turkey.

In exchange for Turkish financial, military and logistic support, his *peshmerga*

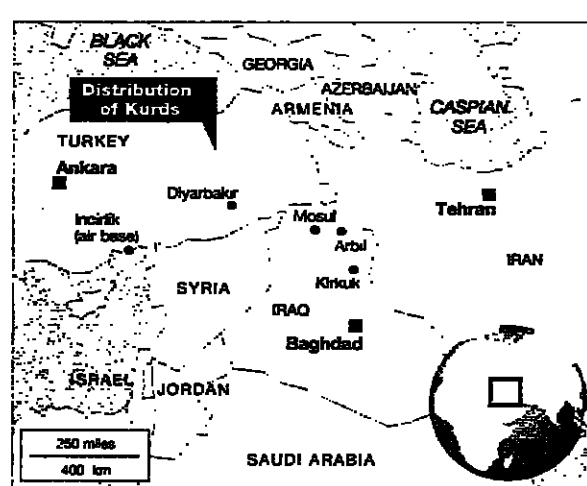
are expected to prevent infiltration of their territory by guerrillas of the Kurdistan Workers party (PKK), who are waging a war which has lasted 13 years in Turkey's mainly Kurdish south-eastern region.

Turkish forces regularly cross into Iraq to pound areas suspected of harbouring PKK fighters, forcing the guerrillas to retreat to mountain areas.

Turkey now maintains a permanent military presence in the area. Turkish officials often state they want to establish a 10km-15km-deep *corridor sanitaire* inside Iraq to prevent attacks by the PKK, only to backtrack in the face of angry protests from Baghdad and other Arab capitals.

Many Turkish politicians, including Mr Ecevit, suspect the enclave is the precursor of a fully-fledged western-backed Kurdish state that would claim a large portion of Turkey's territory in the south-east.

However, a week ago, Tony Blair, British prime



minister, called Mesut Yilmaz, his Turkish counterpart, during a session of the Turkish cabinet to deny formally that London supports a Kurdish state.

Still, Ankara says it would not allow British and US aircraft based at the Incirlik airbase to enforce the no-fly zone over northern Iraq to launch bombing attacks against Iraq.

However, Nuzhet Kandemir, Turkey's ambassador to Washington, said last week that parliament could approve within 24 hours a US request to launch air raids from Turkey.

He also said Turkey would consider any request from Israel, its close ally, to overfly Turkish soil to retaliate against Iraqi missile attacks on Israel.

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## NEWS: INTERNATIONAL

## GROUP OF SEVEN MEETING

## Export credit agencies give pledge

By Robert Chote,  
Economics Editor

Export credit agencies from the Group of Seven leading industrial countries said at the weekend that they would extend support to the victims of Asia's financial crisis, but without saying how much trade insurance would be made available.

The G7 agencies promised to "continue provision of, and where appropriate extend, short-term insurance, guarantees and reinsurance to creditworthy buyers in the region". At a meeting in London on Friday, their initiative was supported by agencies from another 12 countries.

The only agency to quantify its support was the US Export-Import Bank. James Harmon, Exim Bank president, said short-term support for Thailand was already being raised from \$50m to \$750m - and under the right

conditions this would climb to \$1bn.

"I would recommend to the board that, under the appropriate circumstances, we do the same for Korea and Indonesia," he added.

Mr Harmon said the \$3bn extended to these countries might be turned over relatively quickly so that it could support exports worth \$12bn. In 1996 and 1997 the G7 agencies supported \$15bn in short-term credits to Korea, Indonesia and Thailand together. Last week officials in Tokyo predicted that Friday's meeting would produce pledges of \$10bn-\$15bn in credits.

Short-term credits are regarded as vital if trade is to continue flowing in these countries. Businesses have been hit hard by an inability to obtain letters of credit from banks in the crisis-affected countries, which are undercapitalised and weighed down by bad loans.

Without letters of credit, producers can neither import raw materials nor get working capital to export their own products.

Mr Harmon warned that agreeing to extend support was much easier for Thailand and Korea than for Indonesia. He hoped that compliance with the International Monetary Fund's reform package would allow the agencies to support Indonesia more aggressively. "All of us are rooting for stability and all of us are wanting to be supportive."

The agencies also promised to increase co-operation among themselves "in addressing the difficulties which some corporations in the region are facing in managing their existing foreign currency debt obligations". The agencies also said they would share information on market developments and progress on reform measures.



Robert Rubin, US treasury secretary, listens intently at the weekend's G7 meeting

## Jobs agenda welcomed by trade unions

By Robert Taylor,  
Employment Editor

The new jobs agenda adopted at the Group of Eight "jobs summit" at the weekend has been widely welcomed by international trade unions.

Union leaders said the final communiqué was a recognition by G8 leaders - the G7 plus Russia - that trade unions and employers had to be included in a global employment and growth strategy.

What was agreed came close to the initial manifesto set out by the trade unions at the Organisation for Economic Co-operation and Development.

The key commitment was to recognise "the important contribution made by international trade in expanding earnings and employment opportunities for workers, in an environment that fosters labour rights and education and training opportunities".

Gordon Brown, the UK chancellor of the exchequer, who hosted the conference, said: "This is the first attempt to integrate economic and employment policies at international level."

G8 governments affirmed their belief in "global progress towards implementation of internationally recognised core labour standards".

They said this involved continuing collaboration between the World Trade Organisation and the International Labour Organisation as well as full backing for this summer's International Labour Organisation declaration that will ask all countries to affirm support for the core labour standards and their implementation.

The London conference also emphasised the need to encourage lifelong learning, back equal opportunities and oppose measures of discrimination against workers. Action through education and training to tackle long-term unemployment, especially among the young, was also endorsed.

In addition, strong support came for reforming the tax/benefit systems to foster growth and employment and backing for welfare to work programmes through active labour market policies.

Everybody also signed up to the need for structural change through the removal of regulatory barriers and reducing the tax burdens on small and medium-sized companies.

Even France agreed to "promote adaptable, efficient and equitable working time arrangements" though little support was found for the French decision to legislate a 35-hour working week.

## G7 ministers see little need to sound alarm over Asia

The international institutions' approach to the crisis wins approval, write Robert Chote and Wolfgang Münchau

As long as the casualties of Asia's financial crisis reform their economies, the region should return to vigorous growth in the medium term and the impact on the rest of the world this year should be manageable.

This relatively upbeat conclusion was reached by finance ministers and central bank governors from the Group of Seven leading industrial countries during a meeting at London's Lancaster House at the weekend.

Short-term concern focused on prospects for reform in Indonesia and the government's proposal to adopt a currency board, which would peg the rupiah to the dollar and stop the central bank printing money.

A communiqué issued by ministers did not refer explicitly to Indonesia, but delegates made it clear they thought a currency board would be premature. "At some point, possibly, but not now," said Eddie George, governor of the Bank of England.

The communiqué supported the approach taken in Asia by the international financial institutions, which have been accused by some of enforcing reforms not strictly necessary to restore capital flows.

Delegates welcomed institutions' "emphasis on structural reforms to reduce inappropriate government

interference in the market economy, restructure financial systems, promote integrity and transparency and fight corruption in order to lay the basis for recovery".

They said humanitarian expenditure should be protected as far as possible, including affordable social safety nets. The International Labour Organisation's work in promoting labour standards was also applauded.

Gordon Brown, the UK chancellor of the exchequer, said the G7 would engage in a "profound and broad-ranging debate" on the longer-term lessons of Asia's crisis.

Emerging-market countries and private sector players would also be consulted to review ways to strengthen the international monetary system. A progress report will be presented to a summit of G7 leaders in Birmingham in May.

The communiqué said attention would initially focus on five areas:

- Measures to promote more efficient functioning of global markets. This includes ensuring the appropriate supervision and regulation of financial markets to safeguard the soundness of

banks and other financial institutions. Recent G7 summits have already urged greater co-operation between national regulators.

■ Measures to improve transparency and disclosure. The G7 wants to see improvements in the timeliness, accuracy and coverage of national statistical reporting, as well as greater transparency in policy-making and improved corporate governance and disclosure in the private sector. It urged the International Monetary Fund to strengthen its data dissemination standards and to prepare the code of conduct on fiscal policy transparency proposed in Hong Kong last year. IMF arrangements should also be transparent and accountable, it said.

Hans Tietmeyer, the Bundesbank president, stressed the need for countries to provide more information on the size and maturity of foreign currency borrowings. He said that monthly figures should be produced and that industrial countries should also indicate how much their institutions lent to emerging-market economies.

■ Strengthening financial systems. The operation of

these systems needs bolstering nationally and internationally. The IMF should also amend its articles of agreement to promote capital liberalisation "to help countries implement reforms with appropriate sequencing, taking account of the strength of financial systems".

■ The role of the international community. Countries should respond quickly to IMF advice "to prevent economic problems from turning into crises and to prevent contagion to other countries". The G7 also urged early progress on increasing the IMF's capital base and its emergency credit lines, both of which have been agreed internationally but are encountering problems in the US Congress.

■ Steps to promote appropriate burden-sharing by the private sector. "With hindsight it is clear that the private sector's judgment has been inadequate in a number of instances," the G7 said.

The communiqué said the private sector should "share both the profits and losses appropriately", reflecting concerns that western banks have been let off lightly because of the rescue packages in Asia.

The G7 called for measures "to ensure an orderly involvement of the private sector in the resolution of financial crises".

## Tokyo drags its feet over fiscal boost

By Gillian Yett in Tokyo

Japan's economic weakness may have dominated the Group of Seven meeting in London at the weekend. But in Tokyo, Japanese politicians had other things on their minds.

As the weekly current affairs chat shows got under way on television, the main topic for discussion was bickering inside Japan's political parties - and a recent suicide. US criticism of Japan's economic policies was mentioned only briefly.

The contrast is ominous. As Asia's financial woes continue, the weakness of Japan's economy is posing an increasing risk to the region. What is doubly frustrating for Japan's trading partners is Tokyo's apparent reluctance - or inability - to respond with speed and boldness.

When the first signs of economic slowdown appeared last summer, for example, Japan denied the problem.

Since then Tokyo has announced four packages; a drip feed of measures or, as some have described it, a policy "striptease". But few, including Japan's main trading partners and the markets, have been satisfied.

The most recent offering, made on Friday and featuring measures ranging from corporate share buy-backs to moves to boost real-estate securitisation - will not be the last. Senior politicians in the ruling Liberal Democratic party (LDP) are hinting they will produce a "fifth package" next month.

But none of the packages has delivered what Japan's trading partners desperately want to see - a comprehensive fiscal boost to stimulate domestic demand.

Although the LDP has hinted it may produce more tax cuts, Hikoichi Matsunaga, finance minister, failed to give a commitment at the G7 meeting in London. He insisted the issue could not

even be discussed until the 1998 budget was passed by parliament next month.

To the outside world this protracted policy "striptease" looks odd - and ineffective.

Many Japanese reply that their government's response has a cultural dimension as Japan is a country where decisions are taken after painstakingly building consensus.

Yet even the cultural factor is losing its force because of a broad shift in the political environment.

For decades it has been the bureaucrats who dominated Japanese policy. But they have been steadily losing power under attempts by Ryutaro Hashimoto, prime minister, to reform the system of governance. The Ministry of Finance has been a particular casualty, seeing its influence eroded by recent corruption scandals.

While politicians have been moving in to fill the power gap, they appear ill-equipped to deliver sudden policy changes. The LDP is riven with factional disputes and the popularity of Mr Hashimoto, who came to power pledging to cut the budget deficit, is at a record low.

With an election for the upper house of parliament looming in July, he seems reluctant to produce another policy U-turn - the first being his announcement of ¥2,000bn (\$15.7bn) of income tax cuts in December - without first building a political and national consensus.

Optimists hope the Asian crisis will give him a fresh impetus to present another U-turn. When he announced his income tax tightening, for example, he specifically linked it to the "Asian problem".

But the US criticism of Japan at the weekend may complicate, rather than encourage, such a shift. *Dateline Tokyo, Page 8; Tokyo stock market and Currencies, Page 23.*

## Howard under fire for halting Malaysia trip

By Gwen Robinson  
in Sydney

The cancellation by John Howard, Australian prime minister, of his first official visit to Malaysia was yesterday criticised by the opposition.

Critics said Mr Howard, who was due to leave yesterday, wanted to avoid the embarrassment of being in Malaysia, south-east Asia's second-largest Muslim country, should western forces launch an attack on Iraq.

Mr Howard said he had postponed his regional visit - which was also to have included Papua New Guinea - because of the Gulf crisis and the possible involvement of Australian forces in military action against Iraq.

The announcement came soon after the prime minister said Australia should take a more active diplomatic role in the regional economic crisis and lobby the International Monetary Fund and Group of Seven leading industrial nations to relax elements of the Indonesian financial rescue package.

"It has become quite obvious to me that crucial decisions... might need to be taken during the next week and I would not want the

possibility to arise of those decisions being required during my absence from Australia," he said.

Australia last week dispatched a squadron of Special Air Service troops to the Gulf, as well as additional military personnel and equipment, in its first deployment of ground forces in a potential conflict since the Vietnam war.

Australia's relations with Malaysia have been wary, at best, and acrimonious on occasion - particularly after Paul Keating, the former prime minister, described Dr Mahathir as "a recalcitrant" for boycotting a regional summit in 1993.

More recently Dr Mahathir opposed Australia's attempt to join the Asia-Europe Meeting (Asem) forum. Australia, meanwhile, drew further Malaysian displeasure by supporting the IMF's regional economic prescriptions.

The opposition Labor party, which supported the government's decision to commit troops, set the stand-off in the Gulf was the very reason Mr Howard should proceed with his trip, in order to explain Australia's position to Dr Mahathir.

Garth Evans, Labor's deputy leader, said it would be more awkward for Mr Howard to make his visit after a military strike against Iraq.

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## Fifa faces rift over presidential election

By Jimmy Burns in London

Fifa, world football's governing body, is being threatened with a potentially divisive dispute over the future of its presidency - one of the most powerful jobs in international sport.

The association's outgoing and long-serving president, the autocratic and controversial Joao Havelange, has been forced to call an extraordinary meeting of the 24-strong executive committee on March 13 in response to mounting concern about the way his succession is being handled by Joseph "Sepp" Blatter, general secretary.

Fifa's Zurich headquarters - from where Mr Blatter administers much of world football's political and financial affairs - issued a curt statement at the weekend confirming the only item on the agenda of next month's meeting. "The item will be

the position of the general secretary in relation to the Fifa presidential election," a spokesman said.

It has emerged that Mr Havelange was forced to convene the meeting after 13 members of the executive committee demanded Mr Blatter clarify his position regarding the election.

Although Mr Blatter has yet to declare himself a candidate, some executive members believe he has been abusing his position as general secretary to broaden his support.

"There is a belief that there is a potential conflict of interest. Blatter should either declare himself a candidate and resign as general secretary or simply say he is not running," one Fifa insider said.

Those who have decided to force the issue by demanding an extraordinary meeting are thought to be executive Fifa members

representing the European and African football federations. Significantly both groupings have declared they are backing Lennart Johansson, the president of Uefa, European football's governing body, as future president of Fifa.

Mr Johansson is, so far, the only person to have declared officially his candidacy for a succession that is meant to take place during this summer's World Cup in France. There is an April 7 deadline for nominations.

Mr Johansson has been one of Mr Havelange's most outspoken critics during the last three years, when Mr Blatter effectively ran Fifa. The Swedish-born Mr Johansson has been campaigning for a "fairer and more accountable" executive structure within the association.

Some of Mr Johansson's supporters fear Mr Blatter is putting himself forward as a



Havelange called meeting

continuity candidate with the tacit support of Mr Havelange. Were Mr Blatter to declare himself a candidate, there could be a deeply polarised presidential contest in the run-up to the World Cup. Fifa's general secretary has considerable administrative and financial powers, which extend to the negotiation of marketing and broadcasting rights linked to Fifa tournaments.

## Aftershocks hit China's construction sector

By James Kynge in Beijing

The economic crisis in Asia is hitting China's construction and engineering industries, providing further evidence of the country's vulnerability to the region's problems.

Chen Yongcai, chairman of the China International Contractors Association, said cancellations and delays in south-east Asian projects and falling real estate values in Hong Kong and Macao were damaging the prospects of China's overseas contractors.

Some 74 per cent of China's over-

seas construction and engineering contractual work, which was worth \$1.26bn last year, is in Asian countries.

The falling price of real estate projects, the shrinking demand for houses and the rise of interest rates for loans had all done "terrible damage" to Chinese companies that invested in Asia, said Mr Chen.

Guo Baolin, division chief of the China State Construction Engineering Company, the biggest engineering contractor in China, said the company had been "greatly hurt" by falling real estate values

in Hong Kong, where the company owns property.

China has been relatively insulated from Asia's financial crisis and its currency, the yuan, which is not fully convertible, has maintained its value against the US dollar. But concern is growing that Asia's malaise will further slow China's growth rate, exacerbating problems of unemployment and a chronic oversupply of goods.

Some economists believe Beijing may decide to revitalise the economy and provide job openings for the several million workers expected to lose their jobs as reforms to

loss-making state-owned industries gather pace. One option: economists say, would be to increase spending on infrastructure, which is set at \$70bn annually for the next three years.

Recognising the sharper competitive edge which south-east Asian exporters have derived from the devaluation of their currencies, Guo Xianlin, China's chemicals industry minister, appealed to companies to slash costs and improve efficiency. "The financial turmoil in south-east Asia will inevitably affect our exports in 1998," he was quoted as saying in official reports.

The minister said that the chemical industry would shed 400,000 workers within the next three years, adding that the ministry would be able to find jobs for 70 per cent of workers made redundant in 1998.

The chemical sector would be able to grow 8 per cent this year despite the fact that about 40 per cent of the 6,000 enterprises in it were making operating losses. Beijing's leaders have pledged on numerous occasions that China will not devalue the yuan, despite the enhanced export competitiveness of south-east Asian nations.

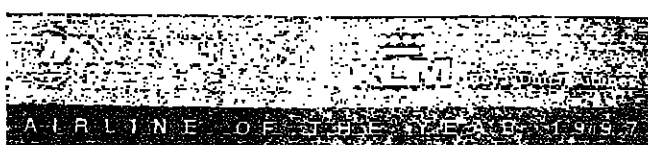


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have been crowned Airline of the Year."

"That's the first prize  
for the first global alliance."



The prestigious Airline of the Year Award has been given to alliance partners KLM and Northwest Airlines. It's the ultimate recognition of the results we have achieved both individually and together. It's the ultimate proof that offering seamless connections to over 400 destinations worldwide really works. It says something about the strength of the first global alliance. An alliance that holds great promise for the future. In all areas. On all flights.





## NEWS: UK

Internet and corruptible software blamed as industry concerns grow

## New computer viruses double

By Christopher Price  
in London

New computer viruses which can damage companies' software and cause costly disruption to businesses have more than doubled in the past 18 months.

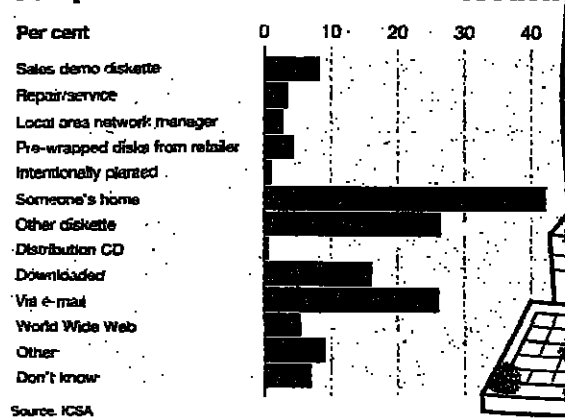
The number of new viruses discovered each month has risen from about 200 to 500 worldwide, raising serious concerns in the computer industry.

"The problem is blamed on the rapid adoption of software using easily corruptible instructions, and the growing use of the Internet as a means of transmission."

Geoff Leahy, chief executive of Dr Solomon's, Europe's biggest anti-virus computer software company, said: "It's not out of control yet, but this is a serious problem affecting thousands of computer users."

Nick Fitzgerald, who edits the industry magazine Virus Bulletin, said: "It is getting to the point where the anti-virus industry will have to start re-evaluating how it tackles the problem."

## Computer viruses: sources of infection



The computer crime unit at the central police headquarters in London said it was aware of the problem and was watching developments carefully but it could only act on complaints and few businesses were prepared to admit they had a virus problem.

There are some 18,000 known viruses, with a further several hundred undiscovered strains in circulation among computer users.

Once identified, most viruses - almost wholly written and sent by adolescent boys - are easily prevented from damaging a computer's hardware or software.

However, the emergence of so-called "macro-viruses" has added a new dimension. A macro is a set of instructions which runs automatically when a file is opened. Macro is used in Word and Excel, two of the most popular programmes by Microsoft.

whose software is used in about 80 per cent of the world's PCs.

Jan Hruska, technical director of Sophos, the UK anti-virus group, said: "Macro is easy to write into, and so it is easy for virus writers. The Internet has also made it easy to spread."

The International Computer Security Association, an anti-virus industry group, estimates that more than a third of all viruses are car-

ried through files attached to electronic mail via the Internet. The association also estimates that the average cost to computer users of a virus incident has doubled in the past two years to almost £2,000.

Graham Klutley, senior technical director at Dr Solomon's, said the number of incidents reported from the group's 50,000-strong customer base was rising in proportion to the increase in new strains.

From the company's figures, he estimated that a company with 1,000 machines would have an average of 46 infected by a virus every month. "One of our large clients gets 200 viruses a week," he said, most sent via e-mail.

To the chagrin of the anti-virus industry, virus writers can operate openly because the act of writing is not a crime. "We do spend a lot of time discouraging them and we have made a few converts," said Mr Klutley. "But they are basically young boys who have yet to discover girls."

## Boeing may offer to lease C-17s to RAF

By Michael Skapinker,  
Aerospace Correspondent

Boeing of the US has stepped up its drive to persuade the Royal Air Force to use its C-17 military transport aircraft. The US group is believed to have told Britain's Ministry of Defence that it was ready to lease the aircraft to the RAF.

The ministry is examining its air transport needs as part of the government's strategic defence review. George Robertson, the defence secretary, has said the UK needed to increase its "strategic lift" to make troops more flexible and mobile.

Three aircraft are in the running. The first is the latest version of the C-130J, the Hercules, manufactured by Lockheed Martin of the US. The RAF is due this year to receive the first of 25 C-130Js as the first part of a programme to replace 55 older Hercules aircraft.

The second is the Future Large Aircraft, to be built by the European Airbus Industrie consortium, which is still at the planning stage. The third is Boeing's C-17.

A UK subsidiary of Kvaerner of Norway has made a separate proposal to lease up to seven C-17s to the RAF. The subsidiary, HeavyLift Cargo Airlines, has suggested buying six or seven of the aircraft, of which three would be leased permanently by the RAF. The RAF would be permitted to re-lease the remainder at a few days' notice. The proposal, revealed in today's Air Transport Intelligence, an internet service, has been confirmed by those who have seen the proposal.

Under HeavyLift's proposal, it would begin leasing the C-17s to the RAF in two or three years' time.

## UK NEWS DIGEST

## Bank chief in note of caution

Eddie George, governor of the Bank of England, the UK central bank, said yesterday he was not expecting a "moderate" recession, although domestic demand needed to be "moderated". "There's no question that domestic demand needs to moderate if we're not to run into trouble," he said on GMTV's breakfast show.

Mr George has often warned that delaying a rise in interest rates might mean they would have to rise later. However, at last month's meeting of the Bank's monetary policy committee - which sets the rates - he voted against an immediate further rate rise, along with four of his colleagues.

Daniel Green

## GREEN PARTY

## Euro-vote breakthrough expected

The Green party thinks it is on the brink of a breakthrough, with the party set to win seats in the European parliament under new rules for the 1999 Euro-elections. At the party's weekend spring conference in Storrington, northern England, activists were convinced the advent of proportional representation for European elections will finally bring them mainstream political representation.

Liam Halligan

## POWER STATION

## Siemens wins \$300m re-fit deal

Siemens Power Generation has won a £180m (\$300m) contract to re-fit Scottish Hydro-Electric's Peterhead power station, north of Aberdeen. Siemens will design, manufacture, construct and integrate the plant at Hydro's Peterhead facility. The power station, currently running on sour gas, which has a high sulphur content, will be converted to operate on natural gas and is to become operational in 2000.

Simon Holberton

## WHITE GOODS

## Growth back to 1980s levels

Britain's white goods industry last year recorded its best year for growth since the late 1980s consumer boom, fuelled by a strong housing market and a buoyant economy. According to the Association of Manufacturers of Domestic Appliances, sales to UK consumers of white goods including vacuum cleaners rose 9.4 per cent in units and 7.9 per cent in value during 1997, compared with the previous year.

Peter Marsh

## REGIONAL AID

## New EU rules prompt delay fears

Political wrangling within the European Union's Council of Ministers means that Britain's regions face the prospect of a serious delay in the aid they receive from the EU after the new rules on regional aid are adopted. The new rules mean that distribution of aid to many areas, may be held up for months.

Brian Groom, Sheila Jones

British Interactive Broadcasting to adopt open technology standards

## Strategy shift for digital TV service

By John Gapper,  
Media Editor

British Interactive Broadcasting, the company that will provide home shopping services for British Sky Broadcastings 200-channel digital television launch this June, is adopting open technology standards to encourage other broadcasters to use it as well.

BIB, partly-owned by British Sky Broadcasting and British Telecommunications, has so far confined itself to a technology platform incompatible with internet-based operating systems. However, it will unveil a broad shift in

its strategy later this week.

David Hilton, appointed as BIB's chief executive at the end of last year, is to disclose at a Financial Times conference tomorrow that BIB intends to offer services for use both with BSkyB's Open TV system - based on video technology - and other operating systems.

The move follows growing indications that BSkyB's rivals will reject technology from Open TV, which is partly-owned by the US group Sun Microsystems, and instead run interactive services on internet-based systems such as Microsoft's Web TV and NetChannel.

Analysts had earlier suggested that BSkyB, which will carry BIB's home shopping services, was trying to force others to adopt its chosen technology. This was particularly controversial because Rupert Murdoch's News Corporation holds 40 per cent of BSkyB.

The decision marks a further shift towards the adoption of open standards on UK digital television after last week's decision by British Digital Broadcasting, a rival to BSkyB, to use a different signal decoding system than BSkyB's for its digital set-top boxes.

BIB has started creating a

common database of home shopping services that can be transferred to other operating systems. It will also encourage retailers to develop their own software applications to put on its database for use on TV.

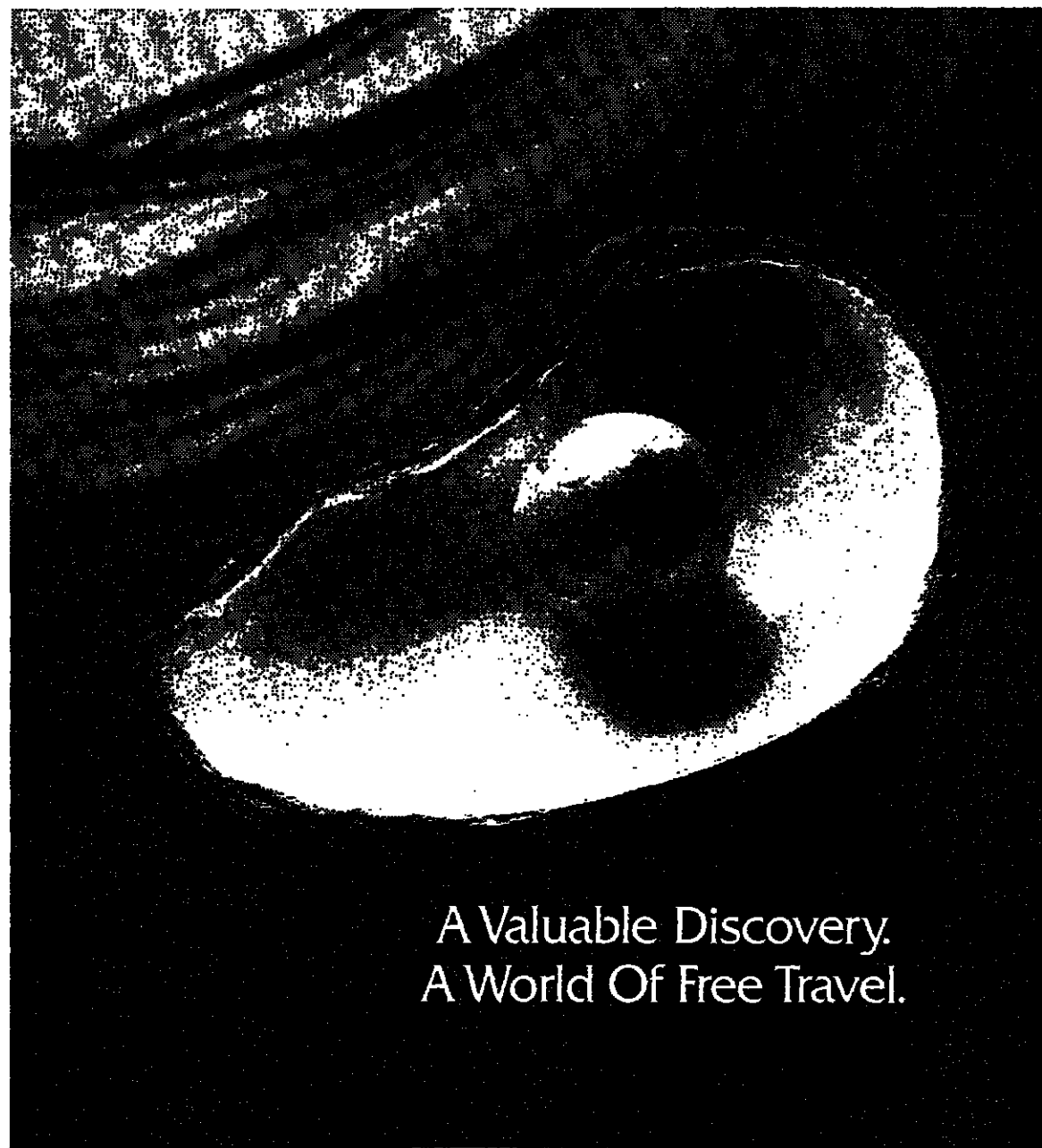
BSkyB and British Telecom both hold 32.5 per cent of BIB. The rest of the equity in the group, which has been negotiating to provide services for 150 companies in 34 industrial sectors, is held by Matsushita, the consumer electronics group, and HSBC Holdings, the UK bank.

BIB would have risked alienating other pay television groups by sticking rig-

idly to a single technology. It hopes its shift towards compatibility with other standards will attract cable television companies that are launching digital services.

The venture, which is to provide a subsidy of up to £600m to allow BSkyB digital set-top boxes to be sold for £200 each rather than their wholesale price of about £400, is being investigated by the European Commission.

While the investigation into the involvement of two dominant media and telecommunications companies in an interactive venture is going on, it is delaying signing any agreements with retailers.



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HILTON  
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WORLDWIDE

## CONTRACTS &amp; TENDERS

Invitation to present bids to purchase the business unit of Fratelli Costanzo S.p.A. in extraordinary management (Law no. 95 of 3 April 1979)

The provisional administrators of Fratelli Costanzo S.p.A. in extraordinary management, as authorized by Ministero dell'Industria (Ministry of Industry) (supervisory authority) by provision dated 29 January 1998, protocol no. 716182,

whereas  
a) Fratelli Costanzo S.p.A. (hereinafter, Fratelli Costanzo in extraordinary management) operates in the field of building public works with sites open throughout national territory, and technical and administrative offices in Milan (Catalina), as of 31 December 1997, the portfolio of works in progress amounted to approximately Lit. 1,100 billion and its environments in the ANS (national builders register) in force until 7 June 2000, as certified by the certificate of 19 September 1997, are as follows: 1/24/6/10A/10B/14H/517 unaltered; 3A/3000, 5A/3000, 5B/3000, 5C/3000, 5D/3000, 5E/3000, 5F/3000, 5G/3000, 5H/3000, 5I/3000, 5J/3000, 5K/3000, 5L/3000, 5M/3000, 5N/3000, 5O/3000, 5P/3000, 5Q/3000, 5R/3000, 5S/3000, 5T/3000, 5U/3000, 5V/3000, 5W/3000, 5X/3000, 5Y/3000, 5Z/3000, 6A/3000, 6B/3000, 6C/3000, 6D/3000, 6E/3000, 6F/3000, 6G/3000, 6H/3000, 6I/3000, 6J/3000, 6K/3000, 6L/3000, 6M/3000, 6N/3000, 6O/3000, 6P/3000, 6Q/3000, 6R/3000, 6S/3000, 6T/3000, 6U/3000, 6V/3000, 6W/3000, 6X/3000, 6Y/3000, 6Z/3000, 7A/3000, 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THE WEEK AHEAD

DIVIDEND & INTEREST PAYMENTS

TODAY

Associated British Foods 10.75p  
Bespak 5.1p  
Chase Manhattan Corp. 2002 \$154.71  
Chugoku Electric Power Co. 8% Nts. 2000, \$400  
Hampson Inds. 0.85p  
IAWS Grp. Int. 684p  
Morgan Stanley Equity Pref. 11.74025p  
National Power 8% Nts. 2007 AS40  
Nationwide Bldg. Soc. 4.25% Index. Ln. 2024 \$3.1396  
Sage Grp. 1.93p  
Seyu Europa 5.65% Gtd. Bds. 2000 Y2.825,000  
Stanley Leasing 1.4p  
Tokyo - Mitsubishi Intl. Tranche A Sub. FRN. 2001 \$15.38153  
Do. Tranche B FRN. 1999 \$15.38625  
Triplex Lloyd 2.675p

TOMORROW

Aon Corp. \$0.26  
Bear Stearns Floored FRN. 2004 \$2.88325  
Boots Co. A.D.R. \$0.2806  
Egyptian Growth Invst. \$0.22  
Eskom Properties 1st Mort. Db. 2020 \$3.9375  
Do. 91% 1st Mort. Db. 2020 \$4.825  
Fountain Forestry Hldgs. 1.35p  
Fujitsu Invest. Co. FRN. 1998 \$1.57167  
Municipality Fin. 11.55% Gtd. Nts. 1999 FRN \$115.500  
Retailment Property Securities No.5 Class A1 Mort. Bkd. FRN. 2000 \$360.41  
Do. Class A2 Mort. Bkd. FRN. 2003 \$385  
Do. Class B1 Mort. Bkd. FRN. 2023 \$1.01147  
Do. Class B2 Mort. Bkd. FRN. 2023 \$1.06138  
Royal Bank of Canada CS0.42  
Warwick Finance ADR \$EC  
Gtd. Sub. FRN. \$937.33  
Whitbread of Chelms 1.15p

WEDNESDAY

FEBRUARY 25  
Abbey National Treasury Services 6.75% Gtd. Nts. 2004 \$C67.50  
Allied Domecq 100% Bds. 1999 \$251.25  
BP 7.25% Conv. Sub. Bds. 2008 \$3.25

BRITISH GOV'T STOCKS 894%

Treasury 2017 \$4.375  
CS First Boston Fin. Gtd. Sub. FRN. 2003 \$28.99  
Dallin Inds. 6.35% Bds. 1999 \$635.000  
Easton Corp. \$0.44  
Garthmore Scotland Invst. Tst. 2.7p  
Heal's 3.2p  
Hochire Grp. 0.4p  
Hill Samuel UK Emerging Co. Invest. Tst. 0.28p  
INVESTCO Recovery Tst. 5p  
London Intl. Grp. 0.8p  
LPA Inds. 1.15p  
Merrill Lynch & Co. \$0.20  
M & G High Income Invst. Tst. 18.56p  
Do. Income 0.86p  
Do. Income & Growth 0.96p  
Do. Package 0.96p  
Nippon Sanso Corp. 6.4% Nts. 2000 \$640.000  
Sienna 2.25p  
Thornmont Preferred Income Tst. 1p

THURSDAY

FEBRUARY 26  
Apollo Metals 3.05p  
Bank of Montreal CS0.44  
Barclays Bank Untd. FR. Prim. Cap. Nts. \$303.47  
British Telecommunications A.D.R. \$1.5534  
Canadian Imperial Bank of Commerce FRN. Cap. Debs. 2085 \$306.07  
Crown Leisure 0.75p  
Export-Import Bank of Japan 84% Gtd. Bds. 2001 \$418.75  
First Natl. Bldg. Soc. FRN. 2000 \$157.82  
Galen Hldgs. 0.367p  
Hongkong & Shanghai Banking Corp. Prim. Cap. Untd. FRN. \$166.53  
Merchants Tst. 3.5p  
Norsk Hydro 994% Nts. 2003 \$27.50  
State Bank of New South Wales 1214% Nts. 2001 AS122.50  
Titan Hldgs. 3.5p  
Tomlinsons 8p

FRIDAY FEBRUARY 27

Allied Irish Banks Und Var Rate Nts \$97.75  
Avis 2.25p  
BAT Inds 1214% Un/Ln 2003/08 \$2.91983  
BTM Fin (Curacao) 74% Gtd Bd 2002 \$737500.0  
Do 84% Gtd Bd 2007 \$825000.0

BANK OF NOVA SCOTIA Ftg Rate

Sb Cap Du 2086 \$303.33  
Bespak Hunter 2.4p  
Bristol & West FRN 1999 \$1983.86  
CLM Insurance 1.26p  
Chase Manhattan SB FRN 2000 \$150.08  
City of London Inv Tst 1.66p  
Do 20% Non-Cm Pf 1p  
Do 6% 1st Cm Pf 2.10  
Do 6% Non-Cm 2nd Pf 2.1p  
City of Oxford Inv Tst 1.3p  
Columbus 0.16p  
Commonwealth Bank of Australia Dtd FRN Feb 1999 \$297.08  
Do Un FRN Feb 1999 \$303.34  
Dalel 6.4% Bd 2002 \$640000.0  
Dargan Inv Tst 3.375p  
Deffron 5.2p  
Denmark FRN 1998 \$190.10  
Dumyat Inv Tst Cv Mnthly Div 0.49p  
Eurotherm 5.8p  
Eurocor Duss Inv Tst 1.8p  
Farlane 2p  
Fin for People (No 1) Class A1 Mtg Bkd FRN 2036 \$129.95  
Do Class A2 \$198.48  
Do Class B \$210.95  
Do Class C \$210.42  
Finabury Inc & Grwth Inv Tst 2.5p  
Fleming Geared Grwth Inv Tst 0.95p

DO UNITS 8.55p

Geared Inv Tst 1.5p  
Do Inc 1.5p  
Glasgow Inc Tst 1p  
Great Universal Stores 6p  
Greenalls 10.01p  
Halifax Clrd FRN 2003 \$388.91  
Homecoms (No 2) Class A2 Mtg Bkd FRN 2028 \$195.17  
Do Mezz \$210.87  
Irish Bank for Reconstruction & Finance 1.14% Nts 2001 \$111.25  
Irish Permanent Treasury Gtd FRN 1999 \$19.45  
Jersey Elec A 24p  
Legal & General Recovery Inv Tst 1.2p  
Lloyds Bank Prim Cap Und FRN (Ser 2) \$153.25  
Do Prim Cap Und FRN (Ser 3) \$300.50  
Do Sar B Var Rate Sb Nts 1998 \$197.40  
Lloyds TSB Var Rate Sb Nts 2003 \$205.08  
Lloyds TSB 6% Gtd Cv Bd 2004 \$30.00  
Do 6% Gtd Cv Bd 2006 \$40.00  
Lucas Inds 614% Cm Tst Pf 2.275p  
Maple Mortgage Sec No 1 Class A1 Mtg Bkd FRN 2030 \$80.60  
Do Class A2 \$197.07  
Do Class B \$206.32

MIDLAND BANK SB FRN 2001

\$38.93  
Morgan Grenfell Und Prim Cap FRN \$308.65  
Mulberry 0.75p  
Narborough Plantations 1p  
Nat West Bank Prim Cap FRN Ser C \$151.67  
Do 0.18 \$2 Rate Nts \$212.67  
New Zealand Inv Tst 4.75p  
OJLM Cv Tst 4.5p  
Orbis 0.35p  
Royal Bank of Canada Ftg Rate Db 2005 \$44.24  
Temple Bar Inv Tst 6% Cv Un Ln 2002 \$3.0  
Thorn 3.7p  
Tokyo-Mitsubishi Int Sb FRN 2000 \$15482.64  
Topps Tiles 1.2p  
UNO 1.85p  
Vesta 1.91p  
Wells Fargo Sb Ftg Rate Cap Nts 1998 \$151.67  
Do Sb FRN 2000 \$44.72

DO UNITS 2.25p

Garthmore Smaller Co's Tst 5% Cm Pf \$1.75p  
Gibson 7% Cv Cm Pf 3.5p  
Goodhead 0.2p  
Honda 514% Cv Bd 1998 \$131.25  
London & St Lawrence Inv 5% Cm Pf 1.75p  
Parkland 4.2% Cm Pf 2.1p  
Prowling 1414% Cm Pf 7.25p  
SDX Business Systems 1.8p

SUNDAY MARCH 1

American General \$0.375  
Conventy Bldg Soc 1214% Perm Int Brg \$50.625  
Fidelity Tst No 3 Step-Down Coupon Arrtg Nts 2015 \$1.61  
London 214% Cons \$0.625  
Do 3% Cons \$0.75  
Low & Bonar 514% 3rd Cm Pf \$25p  
Do 6% 1st Cm Pf 2.1p  
Do 6% 2nd Cm Pf 2.1p  
Metropolitan Water 3% B 1934/2003 \$1.50  
Mexico 1614% Ln 2008 \$8.25  
Oldham 1114% Rd 2010 \$5.625  
Sainsbury (J) 8% Ird Un Ln \$4.0  
Sanctuary Hsg Assoc 814% 1st Mtg Db 2031 \$4.1875  
Slough Estates 4.125p  
Do Cm Cv Pf 4.125p

SATURDAY

FEBRUARY 28  
Bankers Inv Tst 1.5p  
Derby Tst 9.0144p  
Ecclesiastical Insurance 139p  
Do 2018 \$3.50  
Electricite de France 1214% Gtd Ln 2008 \$312.50  
Garthmore British Inc & Grwth Tst 2.25p

UK COMPANIES

TODAY

COMPANY MEETINGS:  
Dellon Elec, Suffolk House, Fordingham Road, Newmarket, 11.00  
INVESTCO Recovery 11.00  
Devonshire Square, E.C., 12.00  
Mountbatten, Grant Thornton House, Nelson Street, Easton Square, N.W., 2.00  
NFC, Institute of Directors, 118, Pall Mall, S.W., 12.00  
Trawst, Bedford Lodge Hotel, Bury Road, Newmarket, 11.30  
SAPRO MEETINGS:  
Frat: Brevin Dolphin  
Continental Tst  
Fidelity European Values  
HBO  
Hibernian  
Mylflow  
Ultra Elec  
Interim: Advanced Automotive  
Community Hospitals  
Gyrus  
Regent Inns

WEDNESDAY FEBRUARY 25

COMPANY MEETINGS:  
Abstract Emerging Economies Inv Tst 1.1p  
Row Chendryng, Chesapeake, E.C., 12.30  
Acasto & Hutchison, Telford Chambers Hall, 4, Dowgate Hill, E.C., 11.30

THURSDAY FEBRUARY 26

COMPANY MEETINGS:  
City Site Estates, Royal Scottish Automobile Club, 11, Blythwood Road, Glasgow, 10.30  
BOARD MEETINGS:  
Frat: Abbey National  
Bata Global Emerging Mids  
Bramble (TF & JH)  
Calderburn

FRIDAY FEBRUARY 27

BOARD MEETINGS:  
Frat: Antevac  
Gellie Clifford Shin Nippon  
Interim: Go-Ahead

Financial Times Surveys  
**Retailing**  
Tuesday March 17  
For more information, please contact:  
Jane-Emma Peerless  
Tel: +44 171 873 3309  
for a copy of the synopsis  
email: jane-emma.peerless@ft.com  
FINANCIAL TIMES  
No FT, no comment.

CONFERENCES & EXHIBITIONS

**Conferences & Exhibitions**  
**MARCH 2 & 3**  
**FT Power in Asia**  
Focusing on Asia's financial turmoil and its impact on the region's power sector reform programmes. Senior executives from The World Bank, The International Energy Agency, Ministry of Electricity (China), National Energy Policy (Thailand), The Tokyo Electric Power Company Inc, will be among the speakers addressing this FT conference.  
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Bookings: Michael Keenan  
Tel: 0171 731 6996  
Putnam Palace, LONDON  
**MARCH 3-4**  
**The Added Value Finance Function**  
Now that more basic functions are outsourced, this conference examines ways in which senior finance executives are increasingly focusing on higher value added, decision support activities to serve strategic business objectives.  
Contact: Jane Mills  
Tel: 0181 879 3353  
Fax: 0181 879 1122  
Email: jane.mills@business-intelligence.co.uk  
LONDON  
**MARCH 5**  
**Central and Eastern European Investment Forum**  
PlanEcon and Standard & Poor's DRI assess the East European and CIS investment climate including banking, energy and automotive industry analysis. Seminar features Mr. Sergey Alexashenko, first Deputy Chairman of the Central Bank of Russia and Mr. Svetoslav Gavrilsky, Governor of the Bulgarian National Bank.  
Contact: Corinne Redonnet  
In London 0181 545 6212  
Internet: http://www.planecon.com  
The Brewery, LONDON  
**MARCH 5 & 6**  
**The 4th Annual World Steel Conference**  
Senior Executives from Kobe Steel, Ltd., Utsunomiya, Arbed, Birmingham Steel Corporation, German Steel Federation, Trans-World (Steel) Limited, Mestmann and CSN Steel will address the FT Conference, organised with CRU International.  
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Email: lucinda@pearson-pro.com  
LONDON  
**MARCH 5-6**  
**Fundamentals of Swaps**  
Market History and Development  
Swaps Market Players - Basic Swap Mechanisms  
Interest Rate Swaps  
Currency Swaps  
Financial Applications  
3 DAYS 8.00 - 5.00 PM  
Contact: Benches International plc  
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Fax: 0171 628 4113  
Email: benches@benches.com  
LONDON  
**MARCH 6**  
**Leadership for the 21st Century**  
David Becker of Barclays Bank, Bridge Blow of Inset and Kenneth Foster of Motorola will share with you their experience of successful leadership within their organisations.  
Contact: Alison Williams at The Industrial Society  
Tel: 0171 479 1000  
Fax: 0171 479 1111  
LONDON  
**Establishing a Financial Shared Services Centre in Europe**  
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Dublin Castle, DUBLIN  
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The Hilton, SEOUL  
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**Beyond The Year 2000**  
Critical IT issues for the new millennium:  
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E-commerce - capitalising on business opportunities on the Web  
Year 2000 - the next step - testing, audit and health check  
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Email: ch@microfocus.co.uk  
Web: www.microfocus.co.uk  
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**Retail and Wholesale Banking Seminar**  
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LONDON  
**MARCH 23 - 25**  
**Evaluating Banks**  
Banking supervision and Regulation  
Financial Information - Key Ratios and Capital Adequacy - Political, Economic, Social and Technological Risks - Country Risk Exposure Analysis  
Emerging Markets - The Role of Credit Rating Agencies  
3 DAYS 8.00 - 5.00 PM  
Contact: Birchin International plc  
Tel: 0171 628 4112  
Fax: 0171 628 4113  
Email: birchin@birchin.com  
LONDON  
**Fixed Income Securities**  
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Rear senior Gulf ministers, top international business people and leading representatives of international agencies give an update on economic trends and major investment plans in the region over the next 10 years.  
Contact: Michael Lefane  
Tel: 0171 470 6407/6200  
Fax: 0171 430 0337  
e-mail: michael@meed.mmp.co.uk  
The Beach Hotel, ABU DHABI  
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The British Government, as Presidency of the EU, is pleased to announce this major two day conference, supported by the European Commission and FT Conferences, examining fast growing capital markets of the Southern Mediterranean region. Speakers include:  
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**MARCH 31 - APRIL 1**  
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Fax: +41 (0)1 422 22 82  
E-mail: hfdi@olsen.ch  
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**Data Mining: Customer Analysis and Marketing**  
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**Financial Times**



## THIS WEEK

## Witch-hunt reaps a grim harvest

In the old days, Japan's elite disembowelled themselves with Samurai swords. Last week, Shokai Arai, a Japanese politician, chose a more modern method of suicide.

As his wife popped out of the plush Tokyo hotel where they were staying, Arai, 50, crept into the bathroom. There he hanged himself with his bathrobe belt from the air conditioning duct.

The reason? Arai had recently been questioned by prosecutors about his part in a corruption scandal that has dogged Japan in recent months. The press had declared he was about to be arrested that afternoon.

Such a suicide is shocking in any country. Viewed in Japan this winter, though, it stirs up a confusing welter of emotions.

Arai's death is the fourth to have been linked to an anti-corruption drive that has mesmerised the country for nine months. Last summer, a senior banker hanged himself. Last

month, two bureaucrats also committed suicide - one by throttling himself with his own tie. And as the bizarre and tragic tales tumble out, the problem for any onlooker is not just working out what is going on in Japan but just what to feel about it.

Should the anti-corruption drive be welcomed as a badly needed sign of reform in Japan? Are these deaths just a reflection of Japan's tradition of ritual suicide? Or is there something sinister afoot?

As one western diplomat said recently: "I just don't know quite what to feel. Perhaps [the scandals] are healthy. But they leave a nasty taste in my mouth."

Last spring, the issue seemed clearer. When the prosecutors launched a raid on Nomura Securities then, amid allegations it

## DATELINE

**Tokyo: Publicity about the recent corruption scandals may force Japanese society to change - but at a cost, writes Gillian Tett**

had been paying corporate racketeers - or *sokaiya* - many observers cheered.

After all, tales about *sokaiya* have been endemic for decades. The *sokaiya* are unsavoury indi-

viduals. Clamping down seemed a sign of badly needed reform. As Yoshinori Fujii, a journalist with the Nikkei newspaper says: "Japan needs to change to become more globalised. All this is a sign of change."

This "change" has gathered pace. When Yamaichi Securities collapsed in November, it emerged it had been illegally hiding losses. Last month, there were new revelations of banks lavishly entertaining the bureaucrats regulating them. And this month Arai was accused of receiving illegal profits from Nikko Securities. He denied this.

To those familiar with the Japanese system, none of these "revelations" are a shock. The real surprise has been the reaction of the press and politicians. After decades of silence on such issues,

Japan's media have covered the recent tale with moralistic glee - and without any apparent criticism from the government.

Perhaps this is good. But it is difficult not to feel distaste. Little in Japan is ever as it seems. And the anti-corruption drive is not a simple tale of crime and truth.

Take the prosecutors' office, the institution that has been driving the investigations in the past year. Little is known about it, and its motives are unclear. It claims never to talk to the press, but has been belying favoured Japanese journalists recently with leaks - with devastating results.

Daily allegations about the "crimes" have appeared in favoured papers, well before any arrests. So have the names of the targets. In Japan, where the legal

system is flimsy, there is little protection from lawyers. Public judgment, in other words, does not wait for the courts.

The prosecutors might argue such tactics are necessary. Changing Japan, after all, is a massive endeavour. And their behaviour is certainly not unique. The Clinton scandal in Washington, for example, has hardly been a savoury affair.

But there is still a disturbing sense of hypocrisy afoot. As the scandals have broken, prosecutors have seized a few individuals. Then as the blinding targets have emerged into the media limelight, an orgy of criticism

has been unleashed. Few believe these are isolated "criminals", *sokaiya*, or "winning and dining", were previously accepted as corporate policy. So

were the politicians' dealing with brokers. "What Arai is accused of is what many other politicians were doing. He just got targeted," says George Curuby, a Tokyo consultant.

Again, the prosecutors might retort they can only act on evidence. And their targets have broken Japanese law. But to outside eyes, it smacks of scapegoating. And Japan is a group-oriented culture where rejection is one of the cruellest fates. As Yukio Saito, a suicide counsellor, says: "Isolation is a key factor in suicide. Arai was very isolated before his death."

Was this what drove Arai to hang himself? Nobody knows. But as the corruption scandal continues, the mixed emotions will not die away. Future historians may conclude that these events have brought real reform in Japan. But four suicides is a grim toll. It is hard to escape the conclusion that what is afoot in Japan now is a witch-hunt.

## The Monday Profile: Sven-Christer Nilsson, Ericsson

## Upwardly mobile

Sven-Christer Nilsson guessed he might be up for promotion when he was summoned to the office of Lars Ramqvist, chief executive of Ericsson, last month. Mr Nilsson, a general manager in the Swedish group's mobile telephone systems business, knew he was among a group of executives being assessed for top management positions. But when Dr Ramqvist asked if he wanted to take over running the company, Mr Nilsson was stunned. "I asked myself 'is this real?'" he says, his face creasing into a grin. "I knew I was being looked at, but I never had a thought I'd be asked to succeed Dr Ramqvist."

The affable Mr Nilsson is described by co-workers as "low profile", and he harboured reservations about the job's high visibility. He accepted only after a week of taking soundings among family and colleagues.

"Obviously there is a very different perspective between being a business unit manager and the very public position held by the CEO. But I will learn to handle it," he says.

Mr Nilsson relishes the job ahead. The industry, he believes, is at a turning point as the multimedia revolution pushes telecommunications companies into computer software while computer companies eye opportunities in telecommunications.

"We are at a point where the telecommunications industry has to break new ground, and the same goes for the computer industry. We at Ericsson have very much to contribute to this new world of infocom."

Rumours that Dr Ramqvist, who turns 60 this year, wished to step aside and let a younger hand tackle such issues had been in the air since last year.

But his replacement by 53-year-old Mr Nilsson - little known inside Ericsson, let alone externally - surprised employees as well as financial analysts. At the ensuing press conference, one senior Ericsson executive admitted he had no idea what Mr Nilsson looked like.



Making his face known will be his most immediate task. Already his diary is bulging with dates of meetings with suppliers, customers, investors and staff. Whether he joins the elite hunts favoured by many top Swedish directors is another matter. Mr Nilsson, who lists family life among his interests, prefers sailing and hiking.

An Ericsson employee since 1982, he brings several advantages to his chief executive's post. An engineer by training, he has worked in product design and marketing, so understands the link between factory and customer. "One should remember that it is our people out in the subsidiaries who are actually doing the job. We as managers hopefully can make it possible

for them to operate," he says. During the 1970s he worked as a designer of computer-related telecommunications equipment - experience seen by Ericsson's board as valuable amid the convergence of telecommunications and data.

Before being named chief executive he held a prominent role in Ericsson's North American cellular business, heading operations in mobile telephone standards. His familiarity with the US market, Ericsson's largest, should serve him well, especially if the company - as many expect - seeks to bolster its software expertise through bolt-on US acquisitions.

Mr Nilsson's cellular telecommunications background is also an important advantage. The

business accounts for 88 per cent of group sales and its prosperity is crucial to Ericsson's growth.

A decade ago, Ericsson's main business was supplying fixed-line networks to largely state-run public telecommunications operators. Outside Sweden, the company was little known. This changed during Dr Ramqvist's eight-year tenure. Spotting the potential of cellular telephony, he pumped billions of kronor into turning Ericsson into a leader in the sector. As the world mobile phones market exploded, so the Ericsson name emerged as a global consumer brand. James Bond even appeared with an Ericsson gadget in the latest 007 movie.

Mr Nilsson understands that running a consumer-led business requires a more sophisticated marketing strategy. He acknowledges too that running a company with 100,000 workers worldwide will demand much of the organisational training gleaned from his years as an artillery reservist in the Swedish army.

So what management style will he bring to the job? "My goal has always been to build teams where people complement each other. I like people to be reasonably in agreement over what we do, although I can be authoritarian too," he says.

He aims to expand Ericsson's 20-strong top management, promote decentralised decision-making and cultivate a more entrepreneurial culture.

At his side will be Dr Ramqvist, who will become chairman. The two met in the mid-1980s when Dr Ramqvist was Mr Nilsson's boss. Although Dr Ramqvist will influence strategy, he wants to relinquish operational control. Mr Nilsson is likely to be given a free hand.

In fact, he could do worse than take the odd leaf from his predecessor's book. In his eight years Dr Ramqvist delivered annual earnings growth of more than 30 per cent. Should Mr Nilsson emulate that, Ericsson's shareholders will be more than happy.

Greg McIvor

## FT GUIDE TO:

## FRAUD TRIAL JURIES

Why is this an issue now?

The UK government is considering getting rid of juries altogether, or at least reducing their role in complex fraud trials. This would be a radical departure from the cherished tradition that a citizen is entitled to be tried by his peers.

What prompted this?

Remember trials such as Blue Arrow and Maxwell which ended with newspaper headlines such as "Serious Fraud Office fiasco"?

Each trial lasted several months and cost many millions of pounds in public money, particularly for legal aid bills. Yet both trials, for different reasons, were widely regarded as examples of how the present system of prosecuting alleged fraud is less than satisfactory. Howls of protest about the inadequacy of the system followed in legal circles, the press and other media.

But I thought the Serious Fraud Office was to blame for all this because it failed to do its job properly when bringing prosecutions. Why is the government blaming juries instead? The SFO dropped a few clangers, particularly in its early years, but even defence lawyers say much of the criticism of it has been undeserved. The bulk of the problems in prosecuting fraud effectively are deeply rooted in the criminal justice system and more intractable than many people suppose. Slimming down cases is not as straightforward as some retired judges have been saying in the newspapers.

The capacity of a jury to understand complex fraud remains a fundamental issue. Some question jurors' ability to understand complex financial transactions or the way modern companies and business people work in practice. Others say the amount of evidence in fraud cases is so enormous that making trials manageable for a jury has proved impossible in practice. The Blue Arrow trial imploded because too much evidence was presented. The Maxwell trials ended with prosecutors able to present only one fifth of the evidence it wanted to show the jury.

But how do we know for sure that juries are unable to deal with these cases?

We don't. Any evidence either way is purely circumstantial and will remain so until proper jury research is carried out. However, the government has said it will consult on these proposals without conducting jury research first. Research would take a long time and always remain speculative, it said.

I can understand this public concern when vast amounts of time and money are consumed on individual trials. However, in the Blue Arrow and Maxwell cases, all those on trial were eventually acquitted. Is that relevant? That's a very good question. It does seem to be the case that the failure over the competence of juries in fraud trials usually only occurs when the

executives in the dock are acquitted. When they are convicted and then thrown into jail by the judge, the juries seem to be widely applauded for their wisdom.

However, as defence lawyers point out, not everyone who ends up in the dock automatically deserves to be found guilty. Jurors can be doing their job perfectly properly when acquitting defendants.

A basic principle of British law is the presumption in favour of innocence. In other words, a few guilty people walking free is considered a price worth paying to avoid innocent people being convicted and spending years in jail. Any reform will have to address this issue.

So there is a lot of politics about all this then? Certainly. Many people object to wealthy executives claiming huge sums in legal aid to hire top lawyers to represent them and winning their acquittals. Labour MPs have protested strongly about this in the past.

Also, the City's reputation is not helped if it is widely perceived that the criminal justice system allows crooks to get away with major financial crime.

So what is the government proposing?

There are four options:  
 • Special juries where jurors are required have minimum educational qualifications or professional expertise  
 • Abolition of juries and instead having trials in front of a judge alone.  
 • Tribunals consisting of both a judge and lay assessors.  
 • Reforming the present system to give judges a greater role in deciding criminal issues. Juries would be left answering simpler questions about whether defendants' conduct was honest or not.

Would any of these work any better?

They would all make fraud trials shorter and cheaper. But whether they were better able to deliver justice is uncertain. All the options re-open to criticism, notably for creating an elitist system.

What is the most likely outcome?

The government insists it has no preferred option and may indeed decide to make no changes at all. However, initial betting among lawyers seems to favour reform that keeps a strong "lay" element. Unique powers allowing the SFO to compel suspected fraudsters to give evidence, removing their "right to silence", were introduced in 1988 without public protest. Some encroachment on the role of juries in fraud cases would seem politically possible now. However, getting rid of juries from fraud trials altogether might prove a harder act to sell.

John Mason

## Financial Times Surveys

## UK Mid-Market Companies

Monday March 16

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## Peter Norman • Economics Notebook

## Challenge to the old order

A change of leader in Germany could turn policies upside down

Germany has never been a fertile field for Keynesianism. While Britain actively pursued demand management policies following the second world war, governments in Bonn and the Bundesbank in Frankfurt paid more attention to monetary and price stability.

But now Oskar Lafontaine, leader of Germany's opposition Social Democratic party, is bringing Keynesianism to the German economic policy debate. The man who aspires to lead the opposition challenge to Helmut Kohl, the chancellor, in the September 27 general election wants to turn present government policies on their head.

Faced with nearly 5m unemployed, Mr Lafontaine's prescription is to boost demand by lifting purchasing power rather than pursuing supply-side policies of wage restraint, deregulation and rolling back the activities of the state in society.

The SPD leader has a guru: Heiner Flassbeck, head of economic policy studies at the DIW economic research institute in Berlin. According to Mr Flassbeck, an important source of Germany's ills has been the failure of wages in recent years to grow in line with productivity.

His arguments are summarised in the accompanying table. Rather than encouraging investment and new employment, wage restraint has discouraged companies from taking on further staff because demand at home has been depressed. Admittedly, German exports have thrived. But this, Mr Flass-

beck says, has been a "beggar my neighbour" policy that has depressed activity abroad, and notably among Germany's European trading partners.

Both Mr Lafontaine and Mr Flassbeck contrast Germany's experience with that of the US. Mr Lafontaine told the Bundestag recently that expansionary fiscal policies in the 1980s and low interest rates in the 1990s supported US domestic demand and encouraged growth and employment.

The moral Mr Lafontaine drew was that an SPD government should boost purchasing power. Last week he promised he would increase children's allowances, cut taxes for those on average incomes and reverse the present government's plans to curb the growth of pensions provided under the state scheme.

He also promised to reverse Germany's few significant supply-side reforms of recent years, such as the 1994 laws that moderately reduced sick pay and relaxed job security in small businesses.

Mr Lafontaine is sympathetic to faster growth in wages. In his Bundestag speech, he contrasted last year's 6 per cent growth in wages paid in the US with the 0.5 per cent growth in Germany and accused those urging wage restraint of "economic ignorance".

It would be an understatement to say the policies of Mr Lafontaine and Mr Flassbeck are viewed with scepticism by the bulk of Germany's economic establishment. The SPD leader has been likened to a time trav-

## Western Germany: productivity, wages and employment

Year	Annual % change	Hourly productivity	Real hourly wages	Unemployment
1950-60	+3.7	+5.3	+5.7	+0.0
1960-70	+3.7	+5.3	+5.7	+0.0
1970-75	+3.7	+5.3	+5.7	+0.0
1975-80	+3.7	+5.3	+5.7	+0.0
1980-85	+3.7	+5.3	+5.7	+0.0
1985-90	+3.7	+5.3	+5.7	+0.0
1990	+3.7	+5.3	+5.7	+0.0
1991	+3.7	+5.3	+5.7	+0.0
1992	+3.7	+5.3	+5.7	+0.0
1993	+3.7	+5.3	+5.7	+0.0
1994	+3.7	+5.3	+5.7	+0.0
1995	+3.7	+5.3	+5.7	+0.0
1996	+3.7	+5.3	+5.7	+0.0
1997	+3.7	+5.3	+5.7	+0.0

Source: DIW Berlin

eller who is seeking to solve the problems of the 1990s with the failed prescriptions of the 1960s or 1970s.

The barriers to success for Mr Lafontaine's policies appear formidable. It is far from clear whether increased demand would solve German unemployment. The Bonn finance ministry, citing the International Monetary Fund, claims 80 per cent of Germany's unemployment is structural and would not respond to expansionary policies.

Other estimates suggest faster growth could absorb a third of the unemployed, but that would still leave two-thirds without jobs.

Germany's labour costs continue to be high compared with countries abroad in spite of wage restraint and last year's devaluation of the D-Mark. With many companies fearing increased competition from east Asia,

where local currencies have devalued dramatically, it is hard to envisage managers approving job-creating investments on the grounds that rising wages at home would boost demand for their products.

The comparison with conditions in the US is less than convincing. The US leaves businesses room for manoeuvre. Figures from the Organisation for Economic Co-operation and Development show US general government outlays are about 32 per cent of gross domestic product after fluctuating between 31.7 and 34.4 per cent of GDP since the early 1980s.

In Germany, by contrast, government spending has fluctuated between 45 per cent and 50 per cent of GDP in the 1980s and 1990s and is only now being brought down slowly towards a target of 46 per cent by 2000. The high public-sector involve-

ment in Germany's economy is a symptom of the halfhearted support given by Mr Kohl's governments to market-oriented, supply-side reforms. The fact that one in eight Germans is jobless is not so much an argument against supply-side policies, as Mr Lafontaine maintains, as a sign that they have been applied too weakly.

Mr Lafontaine's economic policies would probably be good for those lucky enough to be in work. But the net benefits of any boost to demand would most likely be felt by active participants in Germany's informal "shadow economy" which, after rapid growth in recent years, is thought to be the equivalent of 15 per cent of GDP.

But the SPD leader's ideas cannot be dismissed lightly. Although much can change in seven months, opinion polls continue to suggest a general election victory for a coalition of the SPD and environmental Greens. Mr Lafontaine has nosed ahead of Mr Kohl in the polls.

All of which raises the intriguing possibility that Europe's planned economic and monetary union could start operating on January 1 next year with radically different policies in Bonn than assumed when the Maastricht treaty was signed in 1992.

Mr Flassbeck argues that ERM would gravitate more to the US model of economic policy making than the Bundesbank model. Financial markets could take a more drastic view of a euro area in which the biggest economy - Germany - is run by a left-wing, expansionist government.



MARKETING / ADVERTISING / MEDIA

**W**ine is a business bloated with famous brand names: Lafite, d'Yquem, Beaujolais, Chablis, Veuve Clicquot, Chianti, Rioja - even grape varieties such as Chardonnay and Cabernet Sauvignon have their followings. But it is a business largely devoid of internationally recognised consumer brands.

It is not for want of trying. The roll-call of wine brands over the years includes Hironde, Matus Ries, Bull's Blood, Lutomer Riesling, Jacob's Creek, Blue Nun, Ernesto & Julio Gallo, Lenz Moser and Piat d'Or.

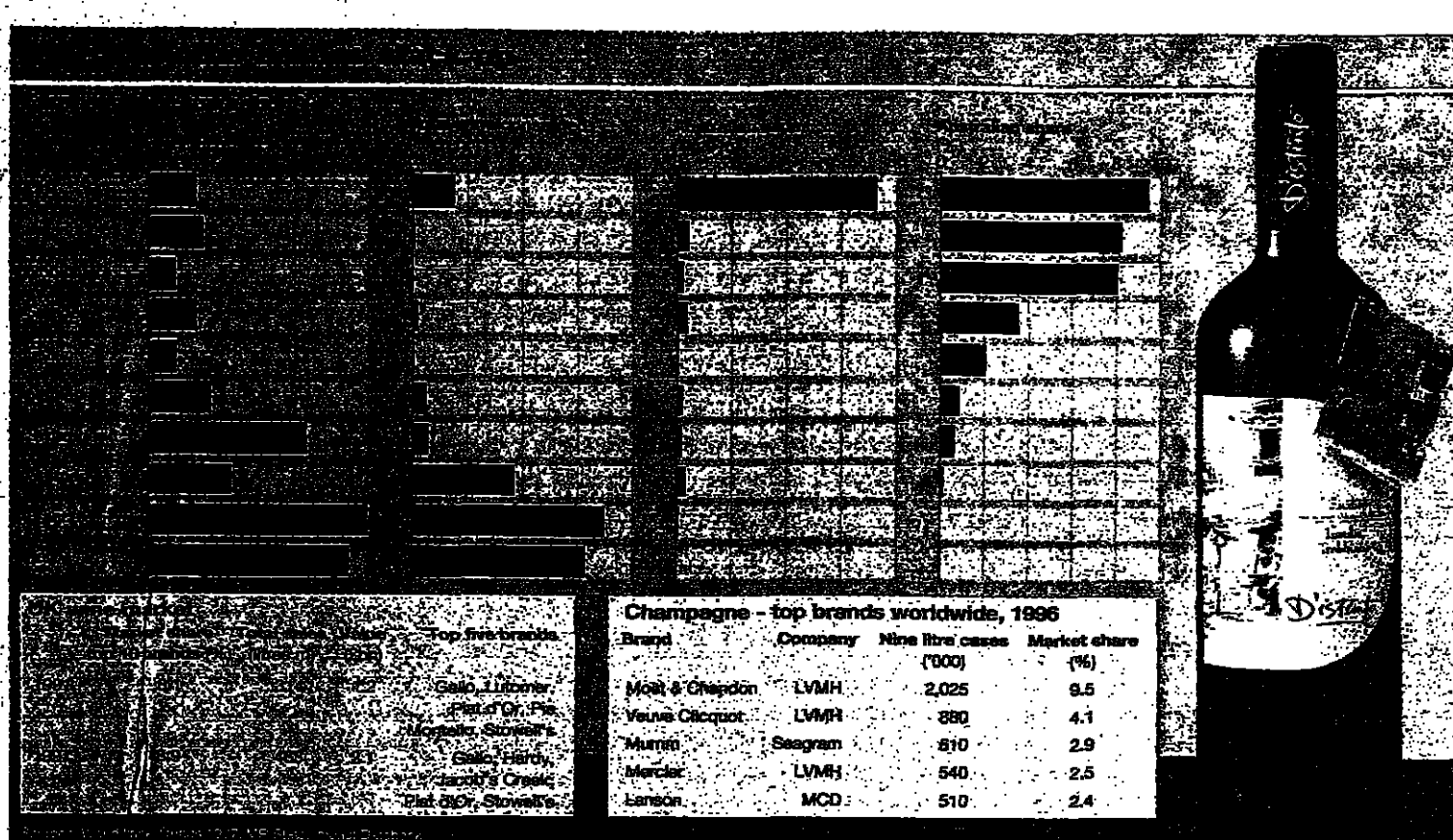
Most have succeeded in winning no more than a few per cent of the market in one or two countries. Even Gallo, the world's biggest wine brand, has less than 1 per cent of global sales.

Yet leading wine producers remain convinced they can create retail brands with mass appeal to emulate the likes of Johnnie Walker Scotch whisky, Buitoni pasta or L'Oréal cosmetics.

"There have been enormous improvements in wine quality in recent years," says Christopher Carson, European chief for BRL Hardy, the Australian wine-maker that has just launched a range of Sicilian wines throughout northern Europe under the D'istinto brand. "The companies that will be best placed to benefit from this are those which can build brands based on great distribution and strong marketing skills."

The wine trade should be ripe for this. Most consumers are baffled by the complexities of choosing between countries, regions, types, grapes, *negociants* and even proprietors or chateaux. That is where consumer brands should succeed, says Jonathan Knowles of Wolff Olins, the corporate identity consultancy. "They help the customer choose between the enormous number of bottles on the shelf offering a guarantee of value."

Retailers provide some of that reassurance with their own-label products, which have taken more than half the market in countries such as the UK and Belgium. But stores are also keen to have branded wines priced just above their own-label products, according to Tim Foster, marketing director for



## Drinkers toast New World

Wine producers hope to create brands with mass appeal, says John Willman

Jacob's Creek in the UK. "Recognisable brands reassure customers, providing a reference point on quality and price that encourages them to make a purchase," he says.

"Our research shows 63 per cent of consumers enter the store without knowing which wine they intend to buy."

The appeal for producers is also clear, says Mr Knowles. "It would be too expensive to advertise a single wine, but branding across several varieties allows the marketing costs to be spread."

In spite of these theoretical arguments, the wine trade has proved largely impervious to consumer branding. In the UK, the top 10 brands have less than 9 per cent of the market, and the picture is little different in the rest of Europe.

Jeff Dumeau, head of the Paris office of Landor, the international branding consultancy, says this is

inherent in the product's nature. Each variety is unique, and the same wine can taste quite different from one year to the next.

"The promise of a brand is that it will be the same quality every time," he says. "A brand is a contract with the consumer which says: 'I will not be a bad surprise when you buy me again.'"

That means any branded wine must be blended to guarantee consistency, and the result is never as satisfying. The exception that proves the rule is champagne, a blended product that commands a premium price, where brands dominate the market.

"Champagne is a very special product for special occasions," says Mr Dumeau. "It is more like perfume or a liqueur than a wine."

There are some successful wine brands in France, such as Georges Dubouche, the *negociant* that markets a range of premium burgun-

dies. But branded wine is largely associated with the litre bottles of *vin ordinaire* which gave too many French drinkers a headache.

This Gallic approach is rejected by New World wine-makers from countries such as Australia, New Zealand and the US. They believe the improvements they make in wine production mean branding can offer both consistency and quality.

"We encourage good disciplines in the winery, particularly in hygiene and work methods," says Hardy's Mr Carson. "D'istinto will be produced by Casa Vinicola Calatrasi, a traditional growers' co-operative near Palermo in Sicily. The Australian company will select the grapes and has already encouraged its partners to prune the vines in June and July to raise the fruit's quality."

"We also decide the best time to start picking rather than leaving it to tradition

or whim," says Mr Carson. "And we ensure the grapes once picked are taken straight back to the winery so fermentation starts at the time of our choosing."

This approach has captured almost 10 per cent of the UK market for the Australian wine producers. And applying it to Sicilian wines will boost the amount of red wine Hardy's can bring to the European market.

"We had an advantage in Britain where Australia is a known quantity and there is a shared heritage," he says. "The aim now is to raise our market share in other European countries to the level of the UK."

"A wine from Italy is an ideal way to get the atten-

tion of Europe's retailers, since they already sell lots of Italian wines. This is particularly so in Germany where Italian wines already have a quarter of the market."

In spite of Mr Carson's optimism, many brand specialists remain sceptical of the scope for consumer branding in wines. Mr Knowles says that even if consumers start off drinking branded wine, they quickly become more educated about the product and feel less need for the reassurance of a brand.

"Wine-lovers look for something they haven't heard of," he says.

"In the best wine circles, there is almost an anti-branding mentality - too much marketing is seen as a sign that something is wrong with the product. When the people who are not in the know get to know the brand name, people who are in the know no longer want the product."

Champagne - top brands worldwide, 1996				
Brand	Company	Nine litre cases ('000)	Market share (%)	
Mosé & Chandon	LVMH	2,025	9.5	
Veuve Clicquot	LVMH	880	4.1	
Mumm	Seagram	870	2.9	
Merlot	LVMH	540	2.5	
Lanson	MCD	510	2.4	

## Hollywood out of the picture

David Short looks at why Czech viewers are reaching for the off button when US-made programmes are shown

**W**hen the communist regimes of central and eastern Europe fell, an unlikely beneficiary was Hollywood. Suddenly the studios had a fresh market of up to 170m people as new private television stations sprang up. Hungry to fill blank schedules, buyers from the new channels went shopping.

Almost everything they bought had been made by the six big Hollywood studios, whether it was Bond movies, soap operas, game show formats, stylish new series such as the X-Files and ER or old 1950s stalwarts such as *Dynasty* and *Dilla*. Viewers across the former communist bloc lapped up this new meat.

The new private channels with outstanding ratings cashed in on booming TV advertising spend while audience shares for the state broadcasters languished. It all seemed so easy.

Perhaps too easy, for now in the Czech Republic, where the first of these new private terrestrial channels - Nova TV - was launched in 1994, Hollywood's stars are waning. Czech

viewers are reaching for the off button in droves when US TV shows come on.

Films are different. Hollywood movies such as *Dances with Wolves* and *Pretty Woman* can pull in audiences of up to 70 per cent. Vladimir Zeleny, Nova TV's general-director says: "It is a fundamental change. Local product is winning strongly over imported programmes. The initial excitement over American programmes is over. Now people want to see Czech faces and Czech names."

The decline is steep. Mr Zeleny adds: "By 1997, the performance of our acquired programming has fallen by 45 per cent compared to 1994."

Even so, a reborn taste for all things Czech on television might not completely explain America's poor showing. Mr Zeleny partly blames "narrowcasting". Increasingly, US TV producers are making programmes aimed at delivering a specific audience to advertisers - not least, affluent young professional Americans.

But too much narrowcasting can lose audiences in countries such as the Czech Republic where the newly affluent young are thin on the ground. Generally, however, the Czech market is still a valuable one for western TV advertisers. At about \$150m, Czech TV advertising expenditure is highest in the region after Hungary and Poland.

Mr Zeleny complains that Holly-

wood is "not taking into account a huge emerging market [in central and eastern Europe]. They are not producing products which can serve our needs."

The chance that European programmes will fill that gap is small. "We don't use much western European material. It's not good and it's expensive. And those British detective stories with nice scenery like *Inspector Morse* are so slow - too slow for the computer-game generation."

Ironically, Nova TV is mostly backed by US money. It was the first channel launched by the Nasdaq-listed Central European Media Enterprises four years ago. Since then, the company and its local partners have started stations in Poland, Hungary, Slovakia, Slovenia, Ukraine and Romania.

So far there is no evidence of the Czech phenomenon repeating itself in the wider region. But chances are that it will. The Czechs have had almost twice as long to tire of US imports - most private channels in other post-communist countries are just over two years old. And the history of television shows that, given the choice, viewers overwhelmingly prefer domestic drama, and Mr Zeleny promises more home-produced series and soaps. Whether other broadcasters in the region will be able to afford to follow his lead is another matter.

Tim Jackson • On the Web

## An end to your searching



One of the fascinating things about the web is the way in which good ideas and useful services get passed from one user to another faster than any other medium. A case in point is Anywho, a web-based telephone directory that receives between 10,000 and 200,000 queries a day, even though it has not spent a penny on advertising.

Anywho, which launched last September, looks superficially similar to services such as *Hotmail*, *Bigfoot* and *Excite*. A casual half-hour on the site, visitor to its web site, [www.anywho.com](http://www.anywho.com), might come away with the impression that the site is run by a slightly well-funded high-tech startup based in Silicon Valley.

But Anywho is not a startup and it is not even a company. It is a technical trial run by a team of five people at AT&T in Murray Hill, New Jersey, the site of the company's research lab where the transistor was discovered.

The point of the trial is that AT&T scientists have developed new ways of dealing with directory databases. Most use indexes to speed up access to the data, which can be hundreds of gigabytes in size. The AT&T team has found a way of providing swift lookups with far smaller indexes - and Anywho provides useful fodder for the scientists.

The Anywho web site keeps track of the database queries issued by users. If one takes longer than expected, then it is added to a list that the software engineers can look at, allowing them to figure out how to improve their design.

So why is it interesting to internet users? Partly because it is extremely fast.

But it also offers a number of features, combined in a unique way.

One is that you can search for someone whose name you only partly remember. Another is reverse lookup: by typing in a phone number, you can find out whose it is and where they live.

Reverse directories are frowned on in Europe, and disliked by many privacy advocates. The Anywho site gives two examples of respectable people who use it: a psychologist who gets late-night messages on his pager, and wants to know who the caller is before he calls back; and someone checking unrecognised calls appearing on a phone bill.

Anywho also emphasises putting the user in control. It allows you to have yourself removed from its listings, or to add extra information such as an e-mail address, an office number in your residential listings or a toll-free business number.

At the moment the service is not free. Jerry Vogel, the technical manager, refuses to be drawn on how it might become a commercial business proposition.

But there are three possibilities. The first is placing advertising on the directory pages. A second option is the Yellow Pages model. Businesses get a standard listing for free, but pay more for an advertisement or more detailed information.

The third option, however, is the most interesting. AT&T's standard directory assistance has an add-on service which, after giving you the number you want, will then dial it for an extra fee. The web equivalent would be to offer to set up an internet telephony call whenever you click on the listing. This would play perfectly to AT&T's strengths - and would build on its research capability and its strong position in long-distance.

[tim.jackson@gobox.com](mailto:tim.jackson@gobox.com)

## FTid - The Internet Directory

All of these can be accessed via hyperlink directly from the Financial Times at <http://www.ft.com>

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BUSINESS EDUCATION

# Natural lifetime of learning

The Labour party's University for Industry is about to become reality, says Robert Taylor

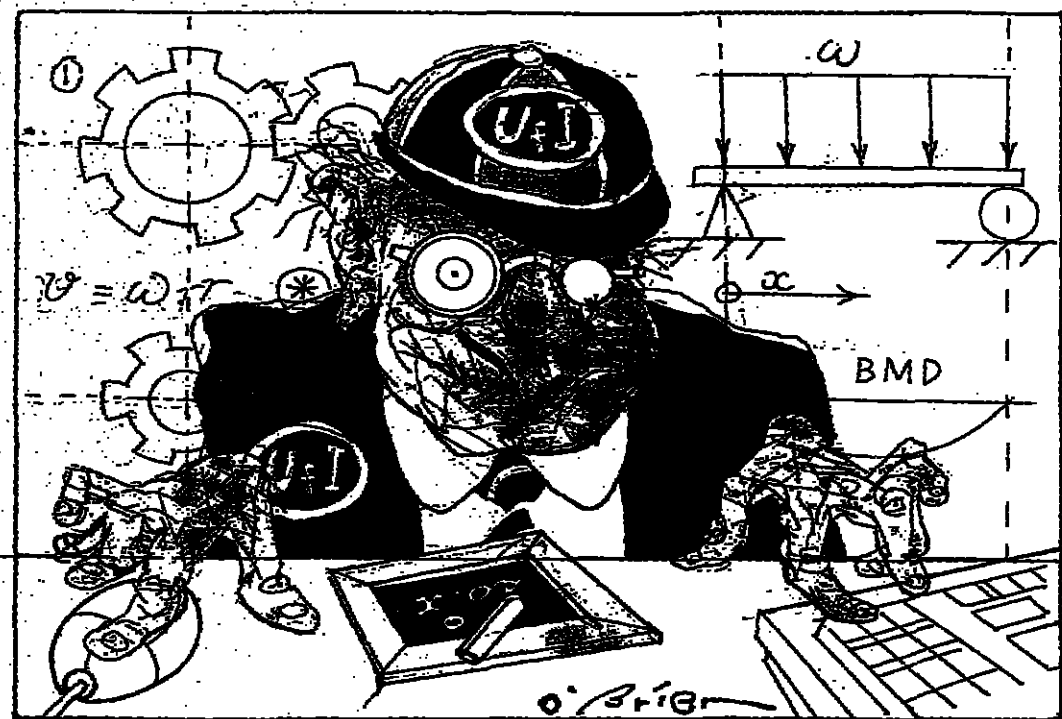
The UK government's much-vaunted University for Industry is about to turn from concept into reality. With the exception of the odd mention at conferences there have been few clues about what the Labour party may have had in mind since it floated the idea two years ago when in opposition.

Last month David Blunkett, the education and employment secretary, removed some of the mystery when he promised that the university or "UFI" would "make a major contribution to equipping our nation with the skills required to sustain growth with stable inflation and do so in a new century when new skills and the ability to take advantage of information and communication technology will be at the forefront of our prosperity and the ability to compete".

A much clearer picture of the substance behind this ambition should emerge next month when the government intends to publish the university's first prospectus. By the end of the year a chief executive will be appointed. An advisory group in the Department of Education and Employment, headed by David Brown, chairman of Motorola in the UK, has been drawing up a blueprint which will be outlined in an interim report.

Kim Howells, minister responsible for lifelong learning, says next month's Budget can be expected to "kick-start" the university with public funding.

A total of £5m in start-up capital has already been allocated for the 1998-99 financial year. The official launch of the university is planned for September. By the same time next year its architects hope



that it will have 10,000 enrolments.

Gordon Brown, the chancellor of the exchequer, who first outlined the proposal, has compared the institution with the Open University created by Jennie Lee in the Wilson government during the 1960s. Its promoters believe it will make a "significant contribution to the skills and learning revolution, developed as a flagship public-private partnership to improve employability and competitiveness".

But the university looks likely to prove much more modest, at least initially. "We are not going to have a campus physically situated in the middle of Britain," says Mr Howells. "This is a virtual university. It exists in cyberspace." He sees the university as a way of "disseminating best practice" in industry.

"It involves joining together existing networks, trying to reduce duplication, overlap and lack of co-ordination," he says. Mr Howells

also wants the university to give small- and medium-sized businesses the opportunity to learn from the experiences of larger companies. The university will be primarily concerned with meeting the chronic shortages of information and communications technology skills in industry. But initially its emphasis will be on promoting public understanding of the idea of lifelong learning. This will involve a campaign to win backing from a range of agencies and organisations through agreements with retail chains, banks, the print media and utility companies.

Efforts will also be made to mobilise voluntary bodies, community groups, civil and religious associations, schools, trade unions and leisure organisations to find people who might want to participate.

The aim is ambitious: to bring about a shift in popular attitudes so that people will not regard learning grudgingly as something of a chore but see it as a natural part of life.

A national information, advice and information centre is to be established free at the point of contact for individuals and companies. The idea is that people will "enroll for life", developing individual learning records so that they can track and record their progress on some kind of lifetime CV which they can show to prospective employers.

A proposed helpline, information network and website will provide the university with a shop front. Policymakers see the UFI performing a role as a broker, connecting individuals as well as companies with learning programmes that meet their needs.

Beyond the start-up figures the overall financial cost of UFI remains unclear. But there are signs that Labour wants lifelong learning on the cheap. Most individuals will be encouraged to spend their own money and search for cut-price bargains.

Just how effective the proposals will prove in eradicating the cyclical skill difficulties that have plagued the UK labour market most of this century remains to be seen.

## NEWS FROM CAMPUS

### Negotiating a new course

How to negotiate successfully is a hot topic on the business school curriculum. It is not surprising, then, that Harvard University, the Massachusetts Institute of Technology and Tufts University in the US have got together to offer a two-day programme for senior executives on the subject.

The Programme on Negotiation for Senior Executives will teach participants how to influence the behaviour of the other side and to make better deals. The course will run eight times in the coming year. The Programme on Negotiation: US, 781 339 1171

The Centre for Trade and Commercial Diplomacy at the Monterey Institute in California is now running two degree programmes on commercial diplomacy which deal with such topics as negotiation, mediation, cross-cultural communication and settling trade disputes.

The one-year masters degree in Commercial Diplomacy is for experienced executives and government officials, the two-year masters is for students new to the field. Monterey Institute: [www.mti.edu/research/ctcd.html](http://www.mti.edu/research/ctcd.html)

alliances and the use of open-space technology. Kellogg: US, 947 467 7026

### Development in Yorkshire

From April, small- and medium-sized companies in Yorkshire will have their own development programme to help them become more competitive.

The Business Masters programme is being organised by the University of Bradford Management Centre in conjunction with other regional organisations. The 12-month programme will be launched in Bradford on February 26. Bradford Management Centre: UK, (01274) 364393

### Japanese target group

Japanese-speaking managers or students are the target group of career management consultancy DCR Europe, for its first London Career Forum. The forum has been arranged to handle a growing demand for Japanese speakers from companies based in the UK. DCR Europe: UK, (0)171 493 1533

### Rugman joins Templeton

International business specialist Alan Rugman has joined Templeton College Oxford as the Thames Water fellow in strategic management. Mr Rugman, a Canadian, has been a consultant to large companies, the Organisation for Economic Co-operation and Development and Canada's International Trade Advisory Committee. Templeton: [www.templeton.ox.ac.uk](http://www.templeton.ox.ac.uk)

### Unicon annual conference

Unicon, the executive education consortium of nearly 70 business schools, will hold its annual conference at the Kellogg school at Northwestern University in Illinois from April 5.

On the agenda will be the problems of strategic

## The enduring concepts of bureaucracy

### Potted Theories

Bureaucracy has become such a pejorative term it is difficult to appreciate that the system as it was envisaged by Max Weber, the German sociologist and political economist, prevailed as the bedrock of corporate and public sector organisation for the

better part of the century. In spite of business re-engineering, including the introduction of flatter management structures, the system remains apparent in many organisations with reporting structures and a chain of command extended from the executive through various tiers of administration within which individuals may win promotion.

Today, however, such systems are under continual challenge from those with quite different concepts of what constitutes an ideal corporate model. Bureaucratic, rules-driven, hierarchical structures, once respected because of their very solidity, have proved cumbersome in adapting to changes in business conditions.

Teleworking, flexibility, variable working patterns, single-status workplaces and looser job definitions are freeing companies from the strictures imposed by Weber's administrative model but they have far from replaced it.

Weber studied qualities of leadership, noting the role of charisma in inspirational leaders but was less attracted to such a style because of its instability, causing problems for succession. He also thought that it bore too close a resemblance to hereditary leadership which, he argued, was more prone to patronage with its accompanying risk of deliv-

ering inept management. In his studies Weber made a distinction between those who could wield power and those who were in authority. The investiture of an individual with authority, he reasoned, legitimised voluntary acceptance of an order.

Weber, an individual who has been consistently difficult to pigeonhole, was always something of a polymath. His studies of religions, for example, led to a recognition of the influence

of the Protestant ethic on western capitalism.

"The organisation of offices follows the principle of hierarchy; that is, each lower office is under the control and supervision of a higher one." Max Weber (1864-1920).

Worth Reading: *The Theory of Social and Economic Organisation*, Free Press, 1947.

Richard Donkin

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## BUSINESS TRAVEL

## Travel Update • Roger Bray

## Two-faced flight

Travellers flying the Atlantic from Brussels this summer will be able to choose from the distinctive cabin services of two different airlines – on the same aircraft.

The unusual arrangement stems from a co-operation deal between Sabena and City Bird, a privately owned Belgian carrier. It will be introduced on flights to and from Newark New Jersey, Montreal and the Brazilian city of São Paulo. Sabena will supply the pilots and operate business class and one of two economy cabins,

while its partner will provide service in a separate economy section.

## Paris hopes

With French and US officials scheduled to resume haggling over open skies this week, American Airlines is hoping they will clear the way at last for its proposed non-stop service between Los Angeles and Paris.

The airline finds the delay all the more galling because it believes its planned operation should not be affected by the talks. Says

the airline: "Since TWA stopped flying it in 1984, rights have existed for another foreign airline to fly the route."

## Amex rand move

American Express is to sell South African rand travellers' cheques. The move follows the establishment of a joint venture between Amex and a group of South African banks. Customers will be able to use them without having to pay commission at those banks and at some 3500 other outlets across the country.

South Africans travelling abroad will be able to cash

them in more than 50,000 places.

## Lounging about

No need to pay premium fares to pamper yourself in an airline lounge. Members of Wexas, the London-based travel club, can now use more than 80 lounges for what it describes as "a nominal charge", usually £14. They may pay on the spot or through the club. Membership costs £49.98 a year.

## Risky business

Brazil is rated one of the world's riskier countries in a new league table from

business travel insurance specialists BTI. The company cites armed robbery and carjacking as two of the biggest dangers.

It compared hazards in 10 countries where imports from the UK have grown fastest between 1992 and 1996. Basing its assessment on claims and scoring each country from one to 10 – the higher the number, the greater the danger – it rates Albania the most dangerous. Brazil gets eight.

## Jordanian comfort

Royal Jordanian is about to launch a new deal for business travellers on flights between Amman and

Europe. From Sunday it will scrap first class in name but offer the same service at business class fares.

The airline has already made similar changes on routes to the Indian subcontinent and Asia.

## Bike valets

Valet parking for cyclists is now on offer at the recently refurbished Royal Garden Hotel in London's Kensington. Claiming to have noticed an increase in the number of visitors pedalling there for meetings and lunches, it promises to store bikes securely and keep helmets and gloves warm.

## Likely weather in the leading business centres

	Mon	Tue	Wed	Thur	Fri
London	15-22	15-22	15-22	15-22	15-22
New York	15-22	15-22	15-22	15-22	15-22
Frankfurt	15-22	15-22	15-22	15-22	15-22
Los Angeles	15-22	15-22	15-22	15-22	15-22
Paris	15-22	15-22	15-22	15-22	15-22
Amman	15-22	15-22	15-22	15-22	15-22

We were travelling to Birmingham when we pulled up outside a Regency hotel recommended by the guide book. We had to look twice at the building for signs of its 18th century exterior, but certainly agreed with the book that the rooms were "compact".

The low ceilings, gloomy lighting and inadequate cupboard space were bad enough. But worse still was the clarity with which the conversation next door could be followed and the clatter of footsteps upstairs.

Lack of adequate soundproofing is one of the most common design faults in hotels, according to a recent report from Pannell Kerr Forster, the London-based hotel consultant. Other mistakes include badly located kitchens which result in food being cold by the time it reaches the guest, lack of storage space and lack of maid's service areas on bedroom floors, which

## The science of good design

Hotels are waking up to the problems of badly planned rooms, says Scheherazade Daneshkhu

results in poor service. "Good hotel design has to respond to what the customer wants rather than what the architects or hotel designers think is required," says the report. It believes that too many hotels run the risk of satisfying the egos and aspirations of the owners or designers instead of guests' needs.

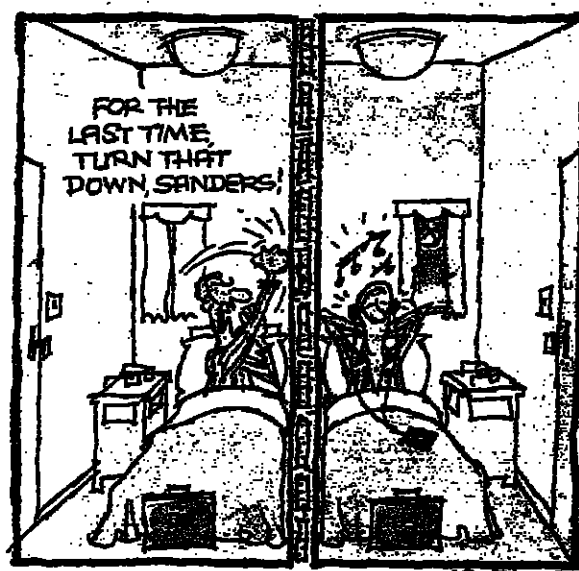
"Hotels have to be designed and built in an efficient manner. Hotel design is both a science and an art – but the art comes later," says Stan Dixon, director. "As consultants we have stayed in hotels where the morning call is provided

by the couple in the next room having their first argument of the day; where the breakfast arrives cold and the waitress is exhausted by her trek from the kitchen, and where the car park is the final resting place for last week's rubbish."

Strong stuff, but PKF is coy about naming the worst offenders. "They tend to be prestigious five-star hotels, but we have also stayed in budget hotels with a lot of sound transmission," says Roger Stevenson, senior consultant, who also says that in general hotel design is getting better.

Other offenders are those running a hotel for the first time, perhaps as franchisees, who do not appreciate the amount of planning needed in designing a room and may be too inexperienced to give the architects an adequate brief.

"Sometimes you are in bed and reach out to switch off the light only to find that the switch won't turn off all the lights so you have to get out of bed again," says Mr Stevenson. "Or there are times when you try to make yourself a cup of tea and find out there isn't a socket for the kettle which means you have to unplug



something else." These sort of irritations, he says, can be avoided by proprietors by first building a mock-up room and testing it before endorsing the design.

As international hotel chains consolidate, there is a

danger that hotel design can become characterless. This is a weakness which town-house hotels and small, often luxury, properties have exploited by marketing themselves as offering a more individualistic choice

than a bland chain. "Balancing the chains' demand for cost-efficiency with the desire to build something alluring is a problem, according to Luca Clavaro, architect at the Milan-based Mario Bellini Associati. "The major hotel groups have increasingly evolved a standardised hotel product that enables operators to brand their products and deliver consistent amenities and services to their customers," he says.

"This means that it is more difficult for the architect to come up with a design that both meets a developer's requirements for commercial success and achieves the level of personality necessary to make a building attractive and of architectural value. That is the real challenge."

Hotel Design and Construction in the UK. Pannell Kerr Forster, New Garden House, 78 Hatton Garden, London EC1N 8JA. £250

## Scheme members shifted to KLM

Northwest Airlines is ejecting all 70,000 European-region members of its WorldPerks frequent flyer programme. From June 1, they will be transferred to the Flying Dutchman programme of KLM Royal Dutch Airlines. The move reflects a rationalisation of arrangements between the two airlines, even as KLM is preparing to sell its equity interest in Northwest.

KLM is taking over not only Northwest's frequent flyers but also its European reservations and ticketing.

Points are being transferred on generous terms, at least for WorldPerks' Gold and Preferred members. But Flying Dutchman, even at the top Royal Wing level, lacks many elements which keep WorldPerks competitive in the US market. WorldPerks' Preferred or Gold refugees, for example, will no longer get mileage bonuses for economy flights, threshold bonuses based on annual mileage or first class upgrade coupons for US domestic flights. They will also lose the ability to use awards for unaccompanied family members.

Clay Harris

Do companies want their highly paid executives turning into travel bookers? New self-booking technology could do just that.

It is suited to those regularly making the same there-and-back trip. Aberdeen-based Seaforths Travel, which markets Ticket Window self-booking software, took just three-and-a-half minutes to complete a simple booking. A pre-stored itinerary was triggered on making the fresh booking.

## Executives are brought to book

"Not all travel is that way," cautions Andrew Collins, director of information technology at The Travel Company, a travel management company. "If you don't know exactly what you want and you have to look at all the flight possibilities it'll take longer."

Travel agencies welcome the innovation as it means they can be more productive in other

areas. But companies have been reticent. "No-one's clamouring to do it," confesses Peter Kite, client services director at Hogg Robinson BTL, a travel management company. "They say, 'Why have a travel agent then do it yourself?'"

"Companies are not comfortable with it. They have to drive it and incentivise their employees

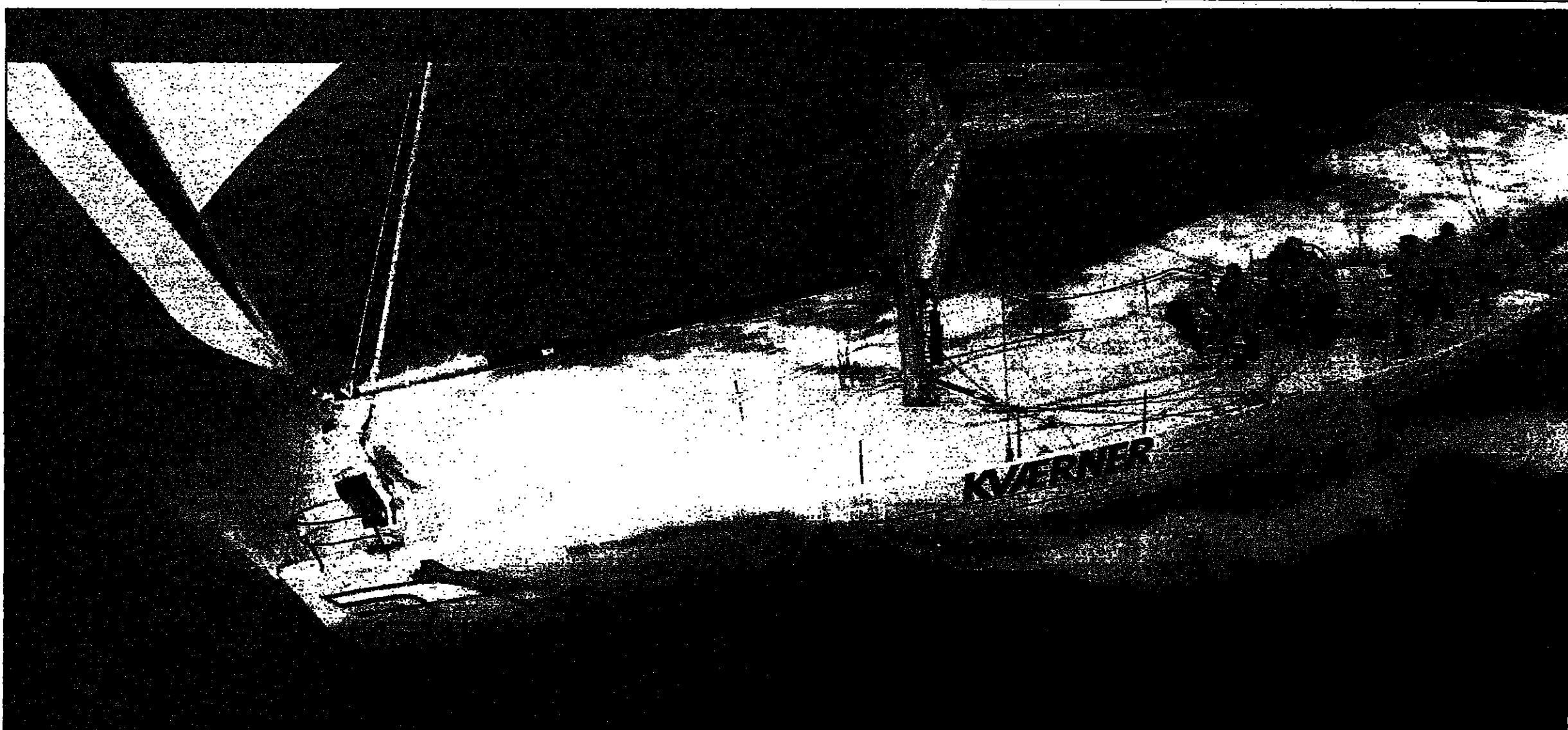
to use it," says Collins. Ahead of the pack is engineering and energy services multinational Halliburton Brown & Root Group. Norman Ryan, then corporate travel manager, pioneered the use of "look and book" PC-based travel reservations systems in 1995. Self-booking has been on trial in locations throughout the UK. People book domestic and

international journeys, particularly to the US. "It's hard to get the users to find fault with the system," says Ryan.

He sees advantages in generating accurate pre-trip data, speeding up the checks on seat availability, reducing the processing costs and the need for so many approvals, and ending the frustrating games of "tele-

phone tag" with travel agents. The trial has raised issues, such as who owns the reservation, the necessity of installing an ISDN line, and the "embryonic issue of surfing the net" as Ryan calls it. Ryan is considering the possibility of a carrot-and-stick approach if employees don't use the self-booking system. "We could always trim their bonuses," he muses. That's quite an incentive.

Gillian Upton



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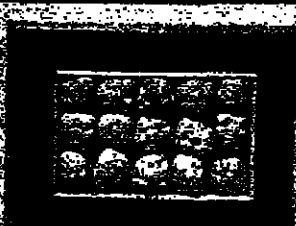


## ARTS

## OPENINGS

**BARCELONA**  
The Spanish architect Rafael Moneo is launching himself as the Cultural Capital of Europe for the year 1998 in a quietly spectacular way, with the opening of not just one but two museums.

Rafael Moneo, the Spanish architect, won an international competition in 1991 to design both a new museum of modern art and an architectural museum on the island of Skeppsholmen in the old naval centre of the city.



Discussion with the composer

## LONDON

The Serpentine Gallery in Hyde Park re-opens its doors on Thursday after a lengthy restoration. The museum is devoted to the work of Peter Marzani (above and left), is designed partly to show off the modernised gallery, but also to demonstrate that the

Serpentine's policy on experimental programming remains unchanged. British sculptor Anthony Caro is the subject of the latest exhibition at the National Gallery. Opening on Wednesday, the show brings together a series of three-dimensional interpretations Caro has made of paintings by Giotto, Rembrandt, Van Gogh and others.

Jan Rickson, the new artistic director of the Royal Court, presents his atmospheric production of Conor McPherson's tender ghost story *The War at the Theatre* (above and right). The play is set in the Theatre Upstairs, the cast includes Jim Norton and Julia Ford (right). Meanwhile Shared Experience's Nancy Meckler



directs the premiere of Judith Thompson's *I am Yours* at the Theatre Upstairs (Ambassador's Theatre). The first night is Wednesday.

## VENICE

The main event of the art season on the Grand Canal is a Picasso retrospective curated by Philippe Requier, director of the Musée Picasso in Paris. His selection will concentrate on the artist's first visit to Italy in 1917 and the impact it had on his style. The paintings come from important public and private collections, and are insured for a record \$585m. The show opens on Sunday and runs until the end of June.

## SAN FRANCISCO

The BBC Symphony Orchestra starts a three-week US tour on Sunday

with a concert at Davies Hall. The tour, conducted by Andrew Davis, includes concerts in Las Vegas, New York and Boston, with programmes ranging from Mark

Anthony Turnage's *Momentary to Momentary* to Beethoven's *Symphony fantastique*.

## NEW YORK

No American museum is more attuned to French art than the Metropolitan Museum of Art, which this year features several retrospectives previously shown at the Louvre. The first is devoted to work (left) by the sculptor

Augustin Pajou (1730-1809). Opening on Thursday, it includes his monumental marble figures and highly expressive designs for the royal opera at Versailles.

## MUNICH

On Wednesday the Bavarian State Opera gives the German premiere of Tippet's *The Midsummer Marriage*. Mark Elder conducts a staging by Richard Jones, and the cast is headed by Philip Langridge, Lauren Flanagan and Alison Hagley.

## VIENNA

Two operas by Benjamin Britten have their Viennese premieres this week. The Kammeroper presents *The Rape of Lucretia* tonight, followed by *A Midsummer Night's Dream* at the Volksoper on Friday. Both will be sung in German.

## Sensation on sea

Two contrasting museums in Stockholm celebrate the old and the new, writes Colin Amery

Stockholm is launching itself as the Cultural Capital of Europe for the year 1998 in a quietly spectacular way, with the opening of not just one but two museums.

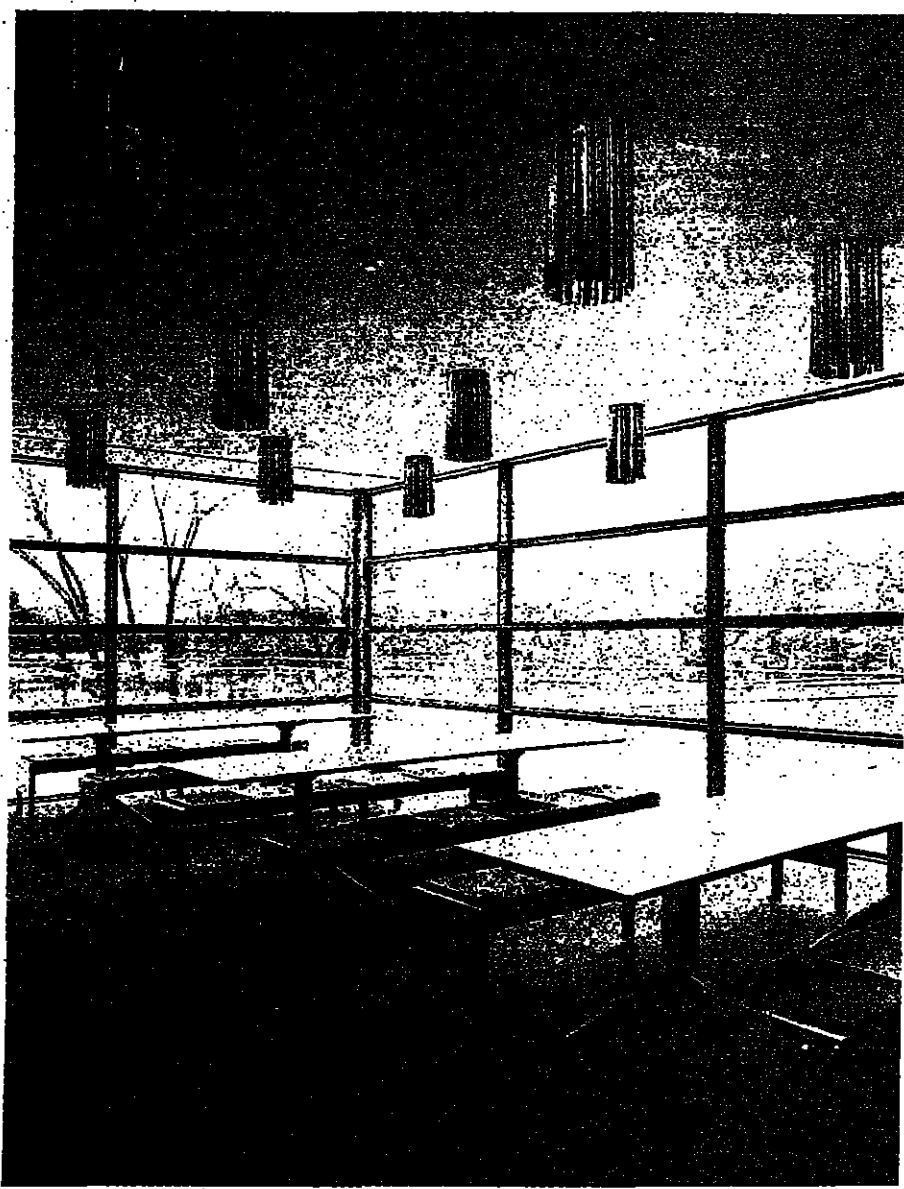
Rafael Moneo, the Spanish architect, won an international competition in 1991 to design both a new museum of modern art and an architectural museum on the island of Skeppsholmen in the old naval centre of the city.

The site is magnificent, on one of Stockholm's many islands with a view towards the unspoiled skyline of old Stockholm, dominated by the Nordic Museum and the remarkable structure that houses the ancient Viking ship, the Vasa. Skeppsholmen was once the home of the Swedish navy and the great 19th century drill halls and earlier rope manufactories are now adapted to museum uses.

But the one dominant element all around is the sea. It is an active sea, moving in the strong low Nordic light and alive with ships of all sizes. Stockholm belongs to the sea, and its architecture until the latter half of this century - have realised this and built landmarks on the rocky islands to greet the sailors.

Rafael Moneo's new museum of art, the Modern Museum, adds some 20,000 sq m of gallery and exhibition space and joins it to the 19th-century naval buildings. He has opted for an unusual approach to the site, keeping a low profile for his galleries which rise, with blank walls, out of the rocks. His skyline of pyramid-shaped roofs and tall lanterns suggests masts or marine industries, while the Roman-pink stucco walls evoke more Mediterranean islands. His museum is a solid presence that is almost fortified from the sea.

Inevitably Stockholm's new museum will be compared with other recent museum openings, especially the Getty Museum on its Los Angeles hilltop, designed by Richard Meier, and down-



Room with a view: the restaurant in the Modern Museum

food and drink and views of the sky and the sea are clearly to be enjoyed.

However, the Modern Museum's curators seem to have reacted to their serious new home with an enjoyable sense of anarchy. There is the inevitable Carl André, rusting slabs of steel on the floor, and the usual silliness from the Chapman brothers, pathetically trying to shock with their toy models of "The Disasters of War".

This kind of sensation is now de rigueur for museums of modern art and David Elliot, the new director in Stockholm, has followed the form. His opening exhibition is encouragingly entitled "Wounds", and attempts to explore the injuries caused when art "cuts through the comforting surface of conventional culture". The exhibition takes on contemporary life over the past 40 years - it is too much. It is

hard for the artists to rise out of the pretentious argument. It is in the display of the permanent collection that anarchy truly reigns. Under the subtitle of "Dialogues", juxtapositions are made to provoke both laughter and debate. Marcel Duchamp's "Urinal" (1917) is placed in front of Picasso's monumental beautiful figurative picture "La Source" of 1921. A Braque landscape is cornered by a vibrating iron mobile by Alexander Calder, which is under the eye of Rauschenberg's dead sheep stuck in an old tyre, called "Monogram 1985-1989". It is hard to bear dialogue at this point. Perhaps the coolest display is Constantin Brancusi's memorably simple sculpture, "The Newborn" (1920), put among the glass detritus of a pointless work entitled "Sperm Piece", by Kiki Smith, of 1991.

Rafael Moneo's tall galleries were, at least at the opening, ringing with laughter at the bizarre and ludicrously provocative nature of the opening displays. The Architecture Museum is much more intelligently displayed, with the main exhibition defining the historical elements that produced the special qualities of Swedish 18th and 19th century architecture. The first temporary show, called "Rooms on the Run", amusingly explores the collapse of formal space into the vacuum of Modernism. At its heart is an inner room of treasures that shows how rewarding the display of objects for pleasure and education can really be.

Stockholm now has two new museums that should be seen. The Modern Museum may find itself limited by the formality of its galleries that seem utterly counter to the way forward for modern art in the city. But the Architecture Museum is a small gem, and the views from the blond restaurant bring Stockholm to life in a dazzling way.

Opera/Richard Fairman  
A 'Butterfly' to reach the masses

It is probably a better class of lunch invitation in Raymond Gubbay's diary these days. While the nation's opera companies are collapsing, Gubbay is thriving, which must interest ever-more despairing singers, conductors, producers and their agents.

Want a contract for 11 performances in front of a total audience of about 60,000 people? Gubbay is your man, currently filling the Royal Albert Hall for his production of *Madam Butterfly*. This is the third joint venture into opera by the hall and Gubbay, its chosen private sector partner, and it is easily the best. Hopefully, we are seeing the upward swing of a learning curve that is going to continue.

Whatever doubts one might have entertained in the past about the artistic merit of a Gubbay evening, there is one thing nobody can deny: he is a maestro when it comes to marketing. At a time when opera companies are fighting against a public backlash, Gubbay manages to sell his productions as "people's opera" or "opera for everybody" - buzzwords that must make every Royal Opera lip curl into a wry smile.

The selling point of this *Madam Butterfly* is that the arena of the Royal Albert Hall has been flooded. Actually, the water is barely piling depth, but it does make for a picturesque setting. David Freeman's production, designed by David Roger in the round (like the previous two Royal Albert Hall presentations), starts out in a Japanese idyll of water gardens and blossoming trees, but as tragedy draws near, the landscape equally turns arid and harsh.

This is the one producer's gloss on what is a thoroughly conventional production. Seeing the name of the experimentalist Freeman associated with this kind of mass entertainment raised some eyebrows in advance. Surely he could not resist his penchant for slow-motion acting or singing in the nude? But no - this is a standard *Madam Butterfly* and nobody in the cast feels a need to rip off their kimono and go streaking across the stage.

Its distinguishing feature is simply that it is well done. The contribution of the many extras, local Japanese townsfolk and children, is nicely detailed; and the atmosphere is charmingly evoked, from the nightgowns floating in the water during the love duet to the lanterns that glow throughout the humming chorus. Nor does Freeman miss the social comment. *Butterfly's* careless rejection of her "ancestors" clearly sends a chill through her family.

The cast all look their parts - even if somebody sitting in the back row of the balcony would need a telescope to see them at all. The Chinese-Canadian soprano Liping Zhang makes an ideal choice as an Oriental Butterfly who can also sing the English translation with decent clarity. One of the strange things about singing opera with a microphone is that it needs the kind of voice that sounds good on record rather than on stage. Zhang has purity and beauty and at least sufficient power.

Craig Downes looks as if he might credibly have been

Performances continue at the Royal Albert Hall, London SW7 until March 1.

Liping Zhang and Craig Downes

## INTERNATIONAL ARTS GUIDE

## AMSTERDAM

OPERA  
Netherlands Opera, Het Muziektheater  
Tel: 31-20-551 8911  
Die Walküre: by Wagner. New production conducted by Hartmut Haenchen in a staging by Pierre Audi; Feb 25

## BERLIN

CONCERTS  
Philharmonie  
Tel: 49-30-2548 8354  
Berlin Philharmonic Orchestra: conducted by Claudio Abbado in works by Beethoven and Mahler. With soloists including Alfred Brendel and Anne-Sophie von Otter; Feb 28

## OPERA

Staatsoper unter den Linden  
Tel: 49-30-2035 4555  
www.staatsoper-berlin.org  
Faust: by Verdi. New production conducted by Claudio Abbado in a staging by Jonathan Miller. Ruggero Raimondi sings

the title role; Feb 24, 27

## BOLOGNA

CONCERTS  
Teatro Comunale  
Tel: 39-51-522 999  
www.teatromunicipale.it  
Andrés Schiff: recital by the pianist of works by Scarlatti, Haydn and Schumann; Feb 23

## BRUSSELS

OPERA  
La Monnaie  
Tel: 32-2-229 1211  
Duke Bluebeard's Castle: new production of Bartók's one-act opera, conducted by Lothar Zagrosek. Staging by Anne Teresa de Keersmaeker, who is also choreographer of Quatuor Nr. 4, which completes the programme. The sets for Bluebeard are by Gilbert Jäkel, with costumes by Rudi Sabourghat; Feb 24, 25, 26, 27, 28

## CHICAGO

CONCERTS  
Orchestra Hall  
Tel: 1-312-294-3000  
www.chicagosymphony.org  
Chicago Symphony Orchestra: conducted by Zubin Mehta in works by Bruckner and Bruckner. With soprano Barbara Ann Martin; Feb 26, 27, 28

## EXHIBITIONS

Art Institute Of Chicago  
Tel: 1-312-443 3600  
www.artic.edu

Japan 2000: Architecture for the Japanese Public. Part of a year-long examination of the role of government in Japanese architecture. Includes drawings, models and photographs of public buildings including museums, dams and bridges; Kisho Kurokawa Gallery; to May 3

## EDINBURGH

OPERA  
Edinburgh Festival Theatre  
Tel: 44-131-529 6000  
Scottish Opera: Così fan tutte, by Mozart. New production by Stewart Laing, conducted by Nicholas McGegan; Feb 24, 28

## HELSINKI

OPERA  
Finnish National Opera  
Tel: 358-9-4030 2211  
Come back, Gabriel: world premiere of Ilkka Kuusisto's new work based on the true story of a confidence trickster who preyed on lonely women. Staging by Anna Kontek; Feb 23  
The Magic Flute: by Mozart. New production by Swedish director Elinor Glaser, designed by Peter Tüllberg. Conducted by Okko Kamu; Feb 24, 27

## LISBON

OPERA  
100 Days Festival, Expo '98  
Kirov Opera: The Flying Dutchman by Wagner; Main Auditorium, Centro Cultural de Belém; Feb 23

Kirov Opera: Sadko by Rimsky-Korsakov; Teatro Nacional de São Carlos; Feb 24  
Kirov Opera: Betrothal in a Monastery, by Prokofiev; Main Auditorium, Centro Cultural de Belém; Feb 25

## LONDON

CONCERTS  
Royal Festival Hall  
Tel: 44-171-980 4242  
The Royal Opera: Andrea Chénier, by Giordano. Concert performance, conducted by Edward Downes. Cast includes Maria Guleghina and Anthony Michaels-Moore; Feb 23, 27  
Vienna Philharmonic Orchestra: conducted by Riccardo Muti in works by Beethoven and Mahler; Feb 24

## OPERA

English National Opera, London Coliseum  
Tel: 44-171-632 8300  
The Tales of Hoffman: by Offenbach. New production by Graham Vick, designed by Tobias Hoheisel and conducted by Paul Daniel/William Lacey. Cast includes John Tomlinson; Feb 24, 26  
Xerxes: by Handel. Conducted by Noel Davies in a production by Nicholas Hytner. Revived by Emma Jenkins; Feb 23, 28

## LOS ANGELES

OPERA  
L.A. Opera, Dorothy Chandler Pavilion

Tel: 1-213-972 8001  
www.laopera.org  
The Magic Flute: by Mozart. Revival conducted by Julius Rudel in a staging by Sir Peter Hall; Feb 24, 26

## MANCHESTER

CONCERTS  
Bridgewater Hall  
Tel: 44-161-907 9000  
Evgeny Kissin: first of five recitals in the UK to be given by the pianist; Feb 24  
Vienna Philharmonic Orchestra: conducted by Riccardo Muti in the orchestra's first performance in Manchester since the 1940s; Feb 23

## MUNICH

OPERA  
Bayerische Staatsoper  
Tel: 49-89-2185 1920  
The Midsummer Marriage: by Michael Tippett. Munich premiere. Mark Elder conducts a production staged by Richard Jones, with a cast including Alison Hagley and Philip Langridge; Feb 25, 28

## NEW YORK

CONCERTS  
Carnegie Hall  
Tel: 1-212-247  
www.carnegiehall.org  
Sibelius Academy Symphony Orchestra: conducted by Esa-Pekka Salonen in works by Beethoven, Sibelius and Stravinsky; Feb 25

## EXHIBITIONS

Museum of Modern Art  
Tel: 1-212-708 9480  
www.moma.org  
Alvar Aalto: Between Humanism and Materialism. Centenary tribute to the Finnish architect, designer and town planner. Includes sketches, drawings, models and photographs, many of them loaned by private collections in Europe; to May 19

## OPERA

Metropolitan Opera, Lincoln Center  
Tel: 1-212-362 6000  
www.metopera.org  
Samson et Dalila: by Saint-Saëns. New production by Elijah Moshinsky, with designs by Richard Hudson; Feb 25, 28

## PARIS

CONCERTS  
Salle Pleyel  
Tel: 33-1-4561 6589  
Orchestre de Paris: conducted by Leif Segerstam in works by Segerstam and Sibelius. With violin soloist Gidon Kremer; Feb 25, 26

## Théâtre des Champs Elysées

Tel: 33-1-4952 5050  
Minnesota Symphony Orchestra: conducted by Eiji Oue in works by Mozart and Tchaikovsky; Feb 24

## ROME

OPERA  
Teatro dell'Opera  
Tel: 39-6-481601  
www.teatro.it  
La Favorita: by Donizetti. New

production by Beni Montresor, conducted by Frederic Chaslin; Feb 24, 25, 26, 28

## SAN FRANCISCO

CONCERTS  
Davies Symphony Hall  
Tel: 1-415-864 6000  
www.sfsymphony.org  
San Francisco Symphony Orchestra: conducted by Michael Tilson Thomas in Stravinsky's The Firebird. Programme also includes Copland's Clarinet Concerto; Feb 25, 26, 27, 28

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13.30: Business Asia  
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22.00: World Business Today Update

Business/Market Reports:  
05.07; 06.07; 07.07; 08.20; 09.20; 10.20; 11.20; 11.32; 12.20; 13.20; 14.20.

At 08.20 Tanya Beckett of FTTV reports live from LUFFE as the London market opens.



## COMMENT &amp; ANALYSIS

## A blow against bribery

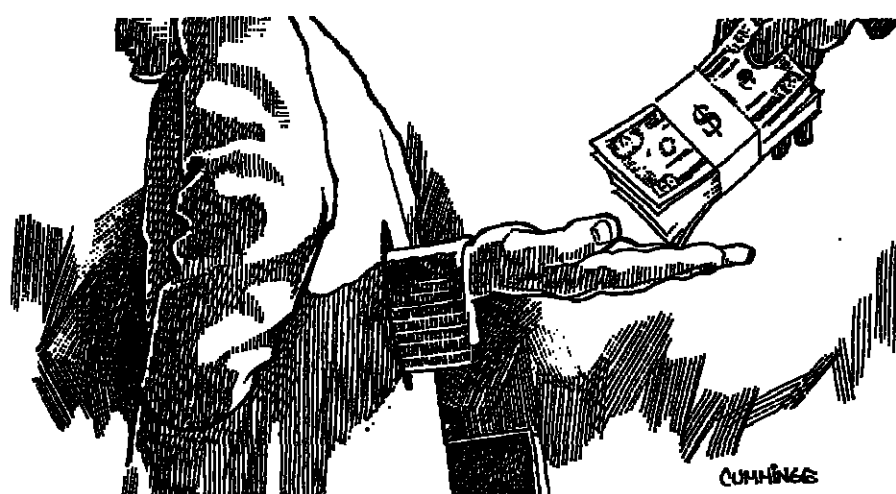
Michael Herschman on the OECD campaign over corruption

In the first few months of this year, 34 countries will present to their national legislatures a convention making bribery of foreign public officials a criminal offence. The convention was initiated by the countries last December. This coalition of diverse, industrialised nations – the 29 members of the Organisation for Economic Co-operation and Development and five others – has finally recognised what has been part of US law for 30 years: foreign bribery is a crime, not simply business as usual.

That recognition is long overdue. After years of difficult, often rancorous negotiations, OECD members have subjugated something of their national self-interest to the pursuit of a larger global good. One of the first beneficiaries may be the US. The OECD convention smoothes out some of the inequities faced by the US since the passage of the Foreign Corrupt Practices Act in 1977. Because of the act the US has, for the past two decades, been hobbled by laws prohibiting bribes to foreign officials, a restraint that is absent from the laws of its trading partners. According to sources from the US Department of Commerce, American companies lost more than 100 international contracts, valued at \$45bn, in 1994 and 1995 as a result of bribery.

Transparency International, a not-for-profit organisation that campaigns against corruption in international business, applauds this action. The convention confirms a trend towards giving more weight to ethical issues in international matters which began with the Foreign Corrupt Practices Act passed in the aftermath of the Lockheed scandal. Over the years, the trend has won the support of many international bodies, including the United Nations, the World Bank, and the World Trade Organisation. Together, they have made it clear that foreign bribery is a costly crime.

And therein lies a new realpolitik, in which govern-



ments recognise that ethical issues are not separate from political and business ones. Essentially, bribery is an invisible tariff artificially boosting the cost of a contract, forcing prices up. Apart from the immorality of the act, it is poor business in that it stifles efficient free-market trade. And, as we have seen in countries as far flung as Brazil, Japan and Italy, corruption can subvert and destroy political processes.

Fortunately, the convention is more than moral posturing – it has practical and far-reaching consequences for international trade. While it would be foolish to suggest that it will create a level playing field, it does create the prospect of fair trade. And while it will not eliminate bribery and corruption, it heralds a mitigation of obstacles to fair play and economic growth – if it is effectively enforced in each country.

That's a big "if". Bribery has a proven history of giving competitive advantage to the bribe-giver and wealth to the bribe-taker in developed and developing nations alike. The question that the parliamentarians discussing the OECD convention need to ask is: at what price?

In developing countries, the price of bribery is treacherously high. It siphons off scarce resources to often useless projects. Middle and lower-level civil servants receive such low pay that corruption is merely a

means to survival. Reforms must begin with a nation's leader and filter down to civil servants if there is to be any expectation of long-term, permanent change. At present many countries do not have adequate laws addressing corruption and lack internal mechanisms to police it.

As the OECD convention makes clear, industrialised nations hardly serve as models to emerging nations. US multinational companies have complained for years that in many countries, price and quality are discounted in the awarding of public contracts. Inhibited by the corrupt practices legislation, US companies have not been able to export to certain countries, or sign trade agreements, while other OECD members entered emerging markets untroubled.

That is why strict conformance rules should be embedded in the legal structure of member countries in order to monitor obedience to the OECD treaty. It would help to bind each country, and mandate strict and aggressive enforcement.

Such enforcement should include penalties, which would levy heavy fines and provide a significant financial deterrent. Removing a violator's export licence or barring companies from conducting business in a country if they have been convicted of bribery, could also be a valued deterrent. Criminal prosecution of

both corporations and individuals is essential. At present Japan does not have any laws permitting prosecution of corporations, only of individuals. The convention addressed this shortcoming by requiring such countries to provide "effective, proportionate and dissuasive non-criminal sanctions, including monetary sanctions".

The work remaining is daunting. Even modest success will require a sustained political effort by all 34 nations to implement and enforce the treaty this year. It will be a long and tedious process of negotiating and enacting laws in each member nation, and given the obstacles remaining, it would be easy to sink into an uneasy cynicism.

But that does not mean we should give up. The OECD convention endorses the criminalisation of bribery. That is a first step toward enforcement. Passage by national legislatures is the next step. At a minimum, the convention reflects a new willingness by its member states to confront the ethical dilemmas of bribery and corruption. At best, it is an affirmation of international conscience stated in the light of a new realpolitik – bribery is bad for business and is bad business.

The author is chairman of Decision Strategies/Fairfax International, and co-founder and board member of Transparency International.

## LETTERS TO THE EDITOR

Number One Southwark Bridge, London SE1 9HL

We are keen to encourage letters from readers around the world. Letters may be sent to: 44 171 873 5938 (please set fax to "line"), e-mail: letters.ft.com. Published letters are also available on the FT web site, <http://www.ft.com>. Translations may be available for letters written in the main international languages.

## Direct low-wage tax credits to employers

From Professor Edmund S. Phelps

Sir, Two recent columns urge tax credits to boost low-wage workers' employment and the reward to their work. My proposal, a credit to businesses for each low-wage worker, is endorsed by Martin Wolf ("A radical route to work", January 13). An alternative proposal, a credit to workers on their earned income, is viewed as superior by Samuel Brittan ("How to make work pay", January 22).

For Sir Samuel, the earned income credit "has the advantage that it is closely related to family circumstances and special needs, of which a subsidy paid to the employer cannot easily take heed". For me this is a dubious advantage. In the worst case, such flexible credits would be tailored to pressure groups. (In the US, such credits go mostly to welfare mothers.) Even in the best

case, the extra goal of adjusting up or down people's earned income according to "needs" would divert some budgeted funds from the main goal – the broadest possible employment of working-age people in the business sector at terms offering them self-support through their work. And the message "don't worry if you add to your needs" would be out of tune with New Labour's doctrine of responsibility.

Credits directed to the employer are less subject to fraudulent claims. Bogus "earned income" can be obtained in return for a piece of the resulting tax credit (as long as the credit exceeds the taxes). Tax credits to an employer on his low-wage employees are credits against the employer's business-tax liability; they would be of value only to legitimate and profitable businesses. Fraud could arise. Yet credits to busi-

nesses would be easier to monitor.

Crediting businesses, not earners, has another advantage, one not previously noted. In textbook economics it is not a matter of substance whether the buyer of a house wants the cheque for the tax, so the price is in before-tax terms, or the seller writes the cheque, so the price includes the tax. If politics and fraud were absent, then, it might seem that nothing is to be gained from awarding the tax credit to the buyer of labour rather than the seller: either way, both employment and the total reward to work are pulled up. But the dynamics differ. The business credit impacts on hiring, promptly lowering the rate of unemployment; is, reward to work responds to the tighter labour market, though only gradually.

The earned-income credit impacts on the reward to

work; employment gradually responds to cost reductions resulting from (for example) the greater job loyalty of the employed and the greater job search by the unemployed which the credit induces. Thus the job creation is less prompt, less quick, hence not really visible, not easily demonstrable to the public. To this day, the US's earned-income credit, while vaguely seen as encouraging entry into the labour force, are not clearly recognised as creating jobs and lowering the unemployment rate.

For low-end job creation through tax credits that are unpolitically cost-effective, relatively fraud-free and of acknowledged effectiveness, direct them to employers.

Edmund S. Phelps,

Economics Department,

Columbia University,

420 West 118th Street,

New York, NY, 10027 US

## 2000 problem simply is not seen as a potential international emergency

From Mr Martin Thomas

Sir, You have reported on concerns that the UK's effort to beat the millennium bomb is losing pace and urgency. In reality, no sense of urgency has yet been created.

For 18 months, up to December last year, I led the Year 2000 service line for Deloitte Consulting worldwide. I have seen dozens of year 2000 projects in some of the largest companies in the world. Most companies had not finished analysing the extent of the risks they faced or the cost of repair or protection. In every case, estimates increased as the risks became better understood.

Forecasts of the impact of problems are based on survey answers by companies that have not finished their estimates, provided by managers who underestimate the

problem. Most problems will not be found in time, but 2000 is not yet seen as a potential international emergency. Will the limited resources be focused on ensuring that power, water, transport and food are available and that emergency services continue to operate? Will there be serious and long-lasting infrastructure failures? No one knows, but there is a substantial risk.

There is plenty of evidence that the scale of the risk has not been recognised by governments. E-mail-related computer system changes are taking priority in many companies, yet Enron could be delayed and monetary union will be tested to breaking point if there is a deep global recession early next century. The government could have announced that there will be no more legislation that

would require widespread computer developments this century. The public sector could have shown leadership in tackling the problems with visible urgency, but keeping to spending limits has been given higher priority.

In your leader "East Asian shipwreck" (February 16) you write in another context: "This is a world of panic. Once panic begins, each investor rationally wants to escape before all the others." In the run-up to the end of the century, against a background of increasing computer system failures, what assets will investors want to hold? How soon will the rational investor want to escape?

Martin Thomas,

Holly Lawn, Prospect Place,

Bath BA2 4QP, UK

## Bahrain has no spies

From Mr Abdul Aziz Mubarak Al Khalifa

Sir, Your article "Bahrain spy chief replaced" (February 20) about Ian Henderson was incorrect on two counts.

First, the Bahraini government does not have spies. What it does have is a duty to ensure that Bahraini citizens can carry on their daily activities free from the hurt and attacks of terrorists and religious fundamentalists. Second, there has never been an "era of torture and repression" in Bahrain. This predictable quote from the small group of dissidents in London should be treated with the contempt it deserves.

Abdul Aziz Mubarak Al Khalifa,

Ambassador of the state of Bahrain,

98 Gloucester Road,

London SW7, UK

## Personal View • Lars Calmfors

## An accountable bank

An independent European Central Bank has to accept democratic controls

Recent discussion about the European Central Bank has focused almost entirely on who should run it. This is unfortunate. It diverts debate from the issue of substance: how to strike a balance between the independence of the new bank and its democratic accountability.

Central bank independence is a means of achieving low inflation. But making a central bank independent creates the risk that it will act mainly in its own interest. So there should be democratic control. But if this is taken too far, the bank's independence, and thus also price stability, may be threatened.

The instruments of democratic control will be much weaker in the case of the ECB than they are for existing national central banks. The ultimate threat is that independence may be circumscribed if the central bank performs badly. This would be much harder to apply to the ECB, because it would require all member states to agree on a revision of the Maastricht treaty. The ECB's role as an EU decision-making institution will also give it more protection from political control because the economic policy debate is still conducted mainly at a national level.

So, in the long term, there needs to be discussion about what design would represent the best trade-off between independence and accountability. But if the bank is to acquire the necessary political legitimacy from the start, the problem of accountability has to be addressed now. Otherwise, there is a great risk that the common monetary policy – which at times will go against the interests of individual countries – will be perceived as illegitimate. This may in the end have devastating effects on the EU in general.

The Maastricht treaty leaves public opinion as the

main instrument of democratic control of monetary policy. This can only function satisfactorily if people know clearly what the bank is seeking to do and what its options are – that is, if there is sufficient transparency of monetary policy decisions.

There will impose several requirements on the ECB. The bank should announce a quantitative inflation target, so that there is a measure against which to evaluate its performance. Because the relationship between money and nominal income is unstable, an inflation target is better than a money supply target for the purpose of accountability.

An inflation target would help stabilise output when demand shocks occur, because inflation and output then move in the same direction. But with supply shocks, such as indirect tax increases, oil price increases, and natural disasters, this is not the case. Therefore, the bank should indicate how it would interpret the price stability goal in such situations. It is better for both credibility and accountability to have a strategy for such events prepared in advance, rather than to react in an ad hoc way.

The bank should publish the inflation forecasts and the judgments behind them, so that its decisions can be scrutinised in public discussion. The ECB should also publish summaries of discussions in its governing council, so that the consider-

ations behind its decisions become known. Voting behaviour of individual council members ought also to be made public.

The French government has supported the idea that there should be an "economic government" to act as a political counterweight to the ECB. The risk with this is that the bank's independence could be jeopardised. A less risky way to improve accountability is to strengthen the European Parliament's role. This would seem to be more in line with the Maastricht treaty. Under this, the ECB president must present the bank's annual report to the parliament, and members of the executive board can be summoned to parliamentary committee hearings.

The legitimacy of the bank's inflation target would be strengthened if the parliament formally endorsed it. This would also make it natural for parliament to take a view each year on how well the ECB has performed and to require the bank to respond to the evaluation.

An agreement between the bank and the parliament could be a way of formalising the process of accountability.

In view of the long term of office for the executive board and its independence when once appointed, there is a strong argument that a nomination should formally require the assent of parliament. Parliamentary approval could also act as a

safeguard against political compromises between national governments which could lead to less suitable candidates being nominated.

If the parliament's role is enhanced, self-restraint will be required. The parliament must not block nominations just to obtain concessions in other areas of EU decision-making. To make bank hearings as widely publicised as possible, they must not occur too often. It would be counter-productive to stage hearings every time the ECB changes the interest rate.

If the bank is to take parliament seriously, then parliament needs to ask sensible questions. So it needs qualified staff and outside experts to evaluate monetary policy. For the same reason, it must take the price stability goal seriously and try not to burden monetary policy with tasks it cannot accomplish, such as raising long-run growth or employment. But the parliament could play a useful role by emphasising that it can be as bad to undershoot the inflation target as to overshoot it.

The main worry is that the European Parliament has a weak standing in the eyes of the public. This could lead to serious deficiencies in accountability, with adverse consequences for the legitimacy of economic and monetary union as a whole. It is hard to know how to cope with such a situation. One idea might be to require members of the ECB's executive board to appear in hearings before national parliaments as well as the European one.

As the Maastricht treaty stands, it is mainly the ECB itself that will decide the extent of its accountability. So it is important that the management of the bank realises the importance of democratic control. Therefore, the views on accountability of those nominated to the executive board should be scrutinised carefully in the nomination procedure. It would be a great step forward if the discussion of the candidates to head the ECB could focus on this issue.

The author is professor at the Institute for International Economic Studies at Stockholm University.

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## FINANCIAL TIMES

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Monday February 23 1998

## The agenda for Congress

Members of the US Congress return to Washington this week armed with a better understanding of the extraordinary popular currents now driving American politics. During their week-long break, many will have had their ears bent on the captivating subjects of President Clinton's private life and the impending military strike against Iraq.

Perhaps more important, they will also have begun to get a feel for their constituents' view of the big domestic legislative programmes they will now consider. These initiatives on pensions, healthcare, education, and taxation could well be of greater long-term significance for the US than the current noise of sex and war.

The Republicans who control Congress were caught off guard by Mr Clinton's policy activism in the first few weeks of the year. In his budget earlier this month he produced a popular set of proposals which, in an election year, may command surprisingly strong support, with even some Republicans refraining from opposition. But while some of the reforms have merit, Congress should think hard about the detail and, more broadly, about the direction in which they appear to be taking US social and fiscal policy.

On the face of it, Mr Clinton's plans seem to accord with fiscal prudence. Their core aim - to "save" any budget surpluses over the next few years to help shore up social security, the state pension system - seems laudably free of the temptation to squander the surplus on tax cuts or pork-barrel spending.

The overall strategy, however, is cloudier. In the not-so-distant future, the US will face the

same kind of demographic crisis as most other industrial countries - an ageing population increasingly unable to pay for its older, non-working generation. This will affect not just social security, but also the burden of paying for health insurance for the elderly. In spite of some much-needed reform last year, Medicare, the insurance programme for retirees, is in a far worse financial state than social security.

Moreover, another element of Mr Clinton's budget could make the problem still worse. The president wants to expand Medicare eligibility to include younger members. Although his plan would be self-funding, it is easy to see how quickly broader coverage will come to be seen as an entitlement. Instead of trying to limit Medicare's liabilities in the next 20 years, and so contain its financial problems, the president is proposing to expand them.

Plans to spend more money on childcare are in the same vein: apparently small incremental increases in the government's responsibilities that could ultimately be very costly. They suggest that what the president has in mind for "saving social security" may be a further extension of fiscal obligations.

Members of Congress should remind themselves and the White House that the US is in an unusual - probably unrepeatable - position of fiscal balance as a result of the rapid growth of the past few years. From this position they should already be thinking about the difficult choices that will have to be made if today's healthy budget is to be made to last.

## Push for peace

Tony Blair is said to be pressing for agreement in the Northern Ireland peace talks by early April. That sounds wildly unrealistic, at a moment when Sinn Féin has just been suspended from the talks because of breaches of the IRA ceasefire, and is threatening not to return. The huge bomb that destroyed the police station at Moira, County Down, on Friday night may not have been the IRA's work, but can hardly be expected to improve the atmosphere.

Yet Mr Blair is right to pile on the pressure. None of the latest events gives any ground for thinking that prolonging the talks would improve the chances of agreement. On the contrary, these events show how fragile the talks process is, and how vital that leaders who genuinely want peace stop putting off the moment when they spill out to their supporters the

painful compromises that that entails.

Unionists are riled by the governments in London and Dublin leaning over backwards to keep Sinn Féin in the talks. If this meant the governments were willing to give Sinn Féin a veto on any settlement it would indeed be a grievous mistake. But the true objective, which unionists should share, is to maximise support among nationalists for a settlement that keeps Northern Ireland within the UK.

That can only be achieved if the SDLP, the main non-violent nationalist party, is kept on board and is able to convince its supporters that the settlement is worth having, whether Sinn Féin accepts it or not. If the ceasefire does break down and Sinn Féin does abandon the talks, it must be clearly its choice, not Mr Blair's.

## Polish troika

When the leaders of France, Germany and Poland met in Poznan on Saturday, they were clearly all acutely conscious of the historic implications of their summit. Helmut Kohl, the German chancellor, was even moved to declare it was "the time for great visionaries". He saw this first three-way meeting of key European leaders from the east as laying the foundation for the next century to be "a European century". Both he and Jacques Chirac, the French president, promised to urge the pace of negotiations for Poland to become a full member of both Nato and the European Union as soon as possible.

This summit was obviously far heavier on symbolism than it was on substance. That is not necessarily a bad thing. The warm welcome given to Mr Kohl on the streets of Poznan underlines the dramatic improvement in German-Polish relations since the fall of the Berlin Wall. And the meeting does provide practical confirmation of the end of Europe's cold war divide. The fact that Britain was not part of the occasion is a matter for regret, not least because it is the president of the EU. The UK government will also be absent next month when Messrs Kohl and Chirac meet Boris Yeltsin, Russian president, in Yekaterinburg, revealing once again that London is still something of a European outsider.

If Britain were to share in the vision, it would be able to bring a refreshing element of realism to such occasions, too. For there is a disturbing element of double-speak to the ringing words from the French and German

leaders endorsing swift enlargement of the EU. For a start, both Mr Kohl and Mr Chirac have been guilty, on previous visits to Warsaw, of suggesting that Poland might hope to be a member of the club by 2000. This time they were not so specific, but still bullish, which is in danger of arousing quite unrealistic expectations. Yet they have to face up to a difficult period of economic restructuring in state-owned industries and agriculture before they can qualify. A target of membership by 2005 would be much more achievable.

It is not just the timetable that is misleading. In promising their political support for the process, both Mr Chirac and Mr Kohl are glossing over the real problems their own governments have with rapid enlargement. Mr Kohl wants it very much in principle, but in practice, his own government is adamant that it will not pay any more money to ensure it happens. More than that, Bonn is the most hesitant government in the EU on reform of the Common Agricultural Policy, without which enlargement will be impossible to afford.

As for Mr Chirac, he knows that France is thoroughly half-hearted about bringing Poland and other central and east Europeans into the EU, precisely because it makes reform of current policies, and institutions, essential. Perhaps he and Mr Kohl were more honest when they talked to Aleksander Kwasniewski, the Polish president, behind closed doors. Poland will be a full member of the EU, but both sides have to make difficult adjustments before it gets there.

## The state we'd like to be in

Change is needed in pensions, work, housing and benefits to get the UK's public sector working properly, says Nicholas Timmins

The welfare state is in crisis. Expenditure is out of control. Social security spending has been growing faster than the economy as a whole, squeezing out much more desired spending on health and education. In addition, welfare itself is failing: more children are in poverty, more people are on means-tested benefits, while one in five households - double the number in 1979 - has no one in work in a society which has seen rapidly widening inequalities.

These are charges that almost any industrialised country could make against its welfare state. They are particularly strong at the moment now in the UK, where the Labour government is preparing for a Budget that will take a big step toward reform of the welfare state. Labour itself founded in 1945. After all, the need for radical reform, for sharply reining welfare back, is plain, is it not? Well, yes and no.

The idea that the welfare state in its present form is unsustainable is, in fact, a myth. Among western industrialised nations, the UK is almost uniquely placed in that it is enjoying a falling social security bill in the measure that matters most: the share of the nation's income that it is taking. Since 1983, when it peaked at 13.6 per cent, social security has dropped back to 12.4 per cent of gross domestic product. It is projected to decline further to 12.1 per cent by 2000.

About half of this reduction is cyclical - the effect of falling unemployment. The remainder, however, is not.

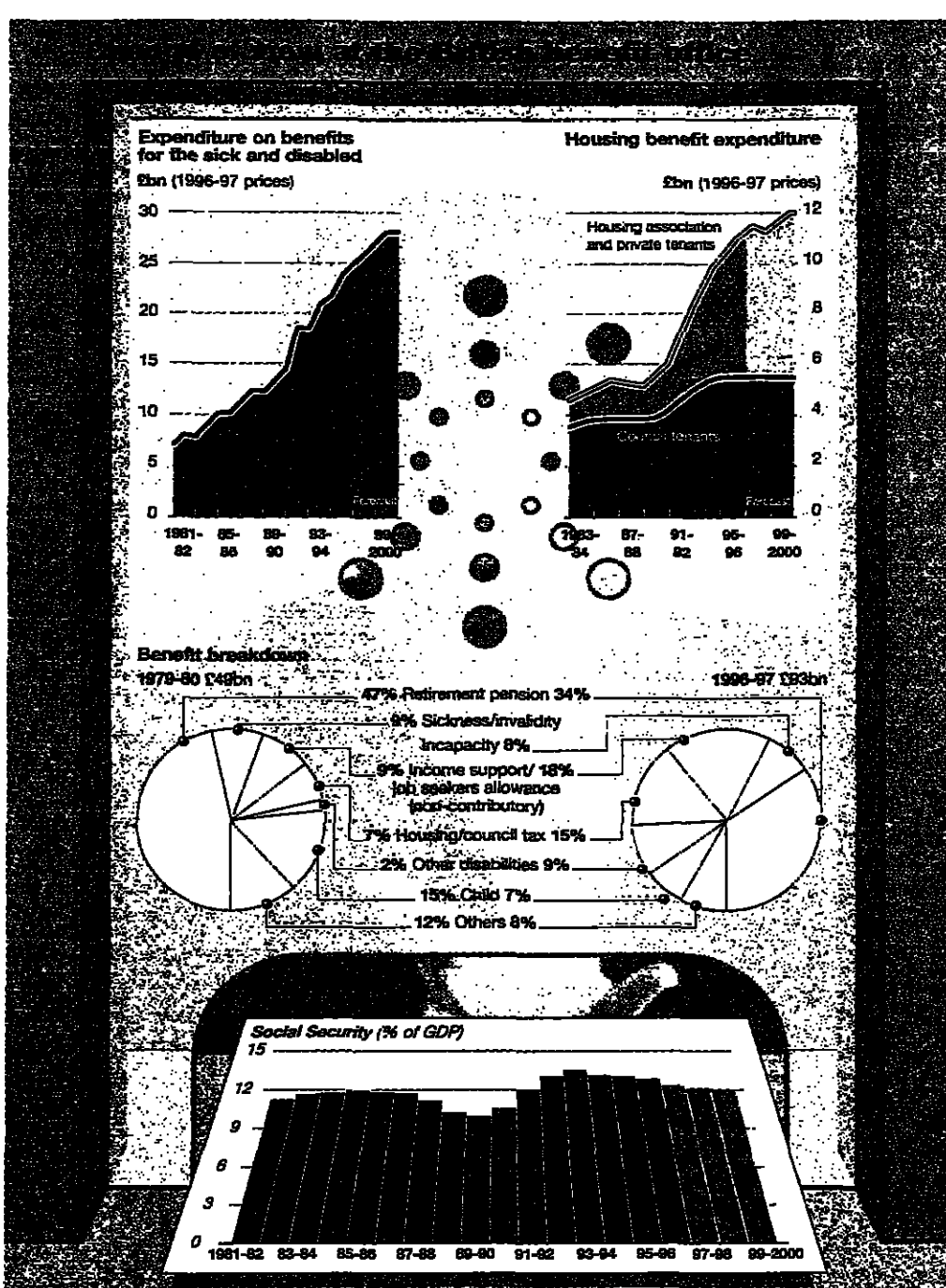
"You simply cannot make the argument that in some way we cannot afford the social security system we have got," says Chris Giles, research economist at the Institute for Fiscal Studies. "The reason is the reforms that Margaret Thatcher and Peter Lilley made, chiefly to the present and future cost of pensions. The issue there now is not one of affordability, but of adequacy - that large numbers are now set to retire on pensions that will be too low to provide a decent standard of living."

"Social security may not be doing the job we would like, both in terms of adequate pensions, or in the structure of income-related benefits. But we can easily afford the cost of the present system."

The crisis, therefore, is less one of cost, but of how well the welfare state is working. Change is most needed in four areas: pensions, welfare and work, housing, and benefits for the disabled.

Pensions is the area where the government has put in some of its hardest thought. Cuts already made to state pensions mean that the issue now, according to Mr Giles, "is that large numbers are now set to retire on pensions that will provide too low a standard of living".

The result will be a rising bill for means-tested pensions. Hence the government's interest in creating "stakeholder" pensions to help the less well-off, and encourage those with inadequate private pensions to build up their pot. The big issue is compulsion: how much further should the government go in forcing people to save, and in requiring employers to contribute to individuals' private pensions? The government shows every sign of wishing to be forced down that road.



by public and professional opinion, while being wary of proposing the idea itself for fear that higher compulsory contributions will be seen as a tax.

The area where the government has moved fastest is welfare-to-work. From April, its £3.5bn programme will compel young people and the long-term unemployed into work or training. The next stage - the carrot to go with the stick - will come in the Budget, the first tranche of a package aimed at progressively making the low-paid better off. Its elements include a starting rate of tax of 10p, reduced National Insurance contributions for the low-paid, and an easing of the tapered - the rate at which benefits are withdrawn as earnings rise - extra help with childcare, introduction of a controversial working families tax credit to replace family credit, and in time, a minimum wage.

None of these changes on their own would make much difference to the working poor, or markedly increase work incentives. Together, they might do so. Gordon Brown's claim to be a radical chancellor in this area will rest on his ability, over time, to tackle all six elements of this tax and benefits equation at once: something no one has attempted since the much more radical, but failed, efforts to fully integrate tax and benefits in the 1960s and early 1970s.

The problem is that these measures will be expensive - whether in tax income forgone, or higher government expenditure. The argument for them is chiefly moral and political: that it is wrong to leave people permanently detached from the labour force, both for their own sake and for society's. A more inclusive society, the argument goes, is likely to be a better one, even if it is bought at the price of some compulsion to take jobs or undergo training; the now famous rhetoric of rights being matched by responsibilities.

It is much less clear that the argument is economic. Altering benefit tapers and making in-work benefits more generous is expensive. At least some of those helped into work would have got there anyway, so there is a dead-weight cost. And, as the US is discovering, welfare-to-work programmes tend to cost more per case, certainly for lone parents. Over time, there may be a pay-back as some of the low-paid climb the job ladder and if the economy operates more efficiently as a result. But these programmes are needed precisely because many of the jobs available are low-paid and low-skilled. They will not contribute a lot to GDP.

In addition, to make this work properly, it is not clear that Britain has yet learnt one of the key lessons from the American experience: that once people are put in to the US programmes, they stay there, facing a permanent requirement to take job placements, undergo training or undertake a job search. Even under the UK's "new deal", claimants face only a six-month spell of work or training. After that, however, it is back to the dole, an approach that has discredited welfare-to-work programmes in the past.

Housing benefit is the big unsung problem of welfare reform. Its cost - £12bn and rising - has doubled in real terms in a decade. And the system, according to Peter Kemp, professor of housing at Glasgow University, has become increasingly "sclerotic". It can lock people out of work. Greater use of private finance for housing association homes, for example, often means that only the unemployed on full housing benefit can afford the

rent in new developments. There is almost no incentive or ability for tenants to shop around for cheaper rents or match the size of their accommodation to their needs. In addition, transfers within social rented housing in one part of the country and another are not easy: a critical issue for welfare-to-work when too often the unemployed are in one place but the jobs are elsewhere.

The golden goal has to be paying people a fixed sum for their housing, creating much more of a market that allows people to shop around, move more easily, and make trade-offs between housing and other expenditure. That involves, however, big reforms to housing policy as well as to housing benefit - tackling the way rents are set, tenancies are allocated and housing supplied. It is a goal that has eluded everyone since Beveridge who spent nine pages of his famous report musing on the problem before giving up. The huge disparity in rents around the country defeated him then and makes an overnight change to such a system equally impossible now. Any sensible reform, however, has to head in that direction. As the Institute for Fiscal Studies puts it: "Until the issue of housing support is addressed, no reform of the benefit system will be complete."

Equally difficult are disability benefits, the one area where spending might reasonably be described as out of control. The most rapid growth has been in benefits for people of working age, a rise "far greater than any reasonable estimate of an increase in the number of people with impairments", according to Richard Berthoud, professor of social policy at Essex University.

Some of this must reflect the changed labour market: that as jobs became tighter in the 1980s, employers' expectations of what the people they hired could do rose, while the expectation of finding a job among those with limiting, but not crippling, disabilities fell. Altering both sides of that equation will require a cultural change far more profound than requiring the able-bodied unemployed - or even lone mothers once their children have reached school age - to join work programmes. Dividing the "deserving" disabled from the "undeserving", particularly in areas of high unemployment, will not be for the faint-hearted.

As Labour has grappled with these issues since last May, it has become clear that not much of this is simple and real change is a long-term programme. Expect, therefore, a Budget next month that will chart a fairly clear path on tax and benefits, but a green paper shortly thereafter on broader welfare reform that will be very green indeed. As Frank Field, the minister charged with the task, has been saying ever more loudly, it will contain no "big bang". The first likelihood of that will come in the summer when ministers face decisions on the comprehensive spending review: deciding whether they genuinely can reduce social security spending in the short term, or whether, as with welfare-to-work, they will have to spend to save.

Johnannes is threatening to sell the inn to an international hotel chain to meet their demands. Somehow Marriott's Trapp Family Lodge doesn't have the same ring.

Winter discontent

As Nagano said sayonara to the Winter Olympics yesterday, it wasn't just the fallers in the ski slalom who were feeling a bit sore. The fallout from the shock early exit of favourites Team USA and Canada from the ice hockey tournament spread wider than US broadcaster CBS, which had spent \$375m on exclusive television rights.

The laws of the market also hit the ticket touts - mainly British - who paid handsomely for tickets for the later rounds of the tournament and found they could hardly give them away. The stars of Team USA look set to be fined heavily for trashing their rooms in a post-match temper tantrum - though as millionaires they can presumably afford it.

## OBSERVER

## Cherchez la femme

Is Japan having a bout of political correctness? The government's new panel of seven advisers on which banks should receive public funds includes a woman.

Yoko Sazanaki, a professor of economics at Keio University, will be in her place when the group meets today, which will at least stop people referring to the panel as "the seven wise men". Even more startling for Japanese traditionalists, there are suggestions that she could be asked to chair the group.

Her very presence is radical stuff for the Japanese financial world, where women have traditionally been almost completely excluded from positions of power. It is only a decade since banks and brokers started to offer them the chance of proper "career" track employment at all.

If promoting women really is down to political correctness, it seems to be infectious. Some insiders at the Bank of Japan are muttering that it should include a woman on its new independent policy board.

The problem is that there are very few candidates around. The bank is looking hard, though it appears it hasn't come up with any real options yet. Professor

Sazanaki could yet end up with two new jobs.

## Swiss role

After the Nazi gold affair, Switzerland needs all the friends it can get. But relations with one country it used to be able to count on - Liechtenstein, with which it shares its currency and has no border controls - are not what they were.

The coolness began after Liechtenstein, unlike Switzerland, joined the European Economic Area. Now Liechtenstein is starting to use Switzerland as the dumping ground for its unwanted problems.

First it was Bishop Haas of Chur - the right-wing Catholic cleric. The Swiss tried for years to get rid of him, and eventually persuaded the Vatican to upgrade him to archbishop and send him up the road to Liechtenstein, which did not even have its own bishop, let alone a Catholic cathedral.

Now another unwanted Swiss lion has been dumped in Liechtenstein - The Fixer, a two-tonne, 2½ metre marble statue of a drug addict "shooting up".

It was commissioned for Zurich's infamous "needle park", which in its heyday was Europe's best-known drug dealing centre. Like the drug

addicts, it was quickly removed from public sight. After two years gathering dust, the statue was shipped to Vaduz, Liechtenstein's financial capital, but the bankers rebelled and ordered Mario Frick, the prime minister of Liechtenstein, to find a home for it.

The Fixer has been placed in the garden of a former policeman - and faces Austria, rather than Switzerland.

## Tender Trapps

The children of the Von Trapp family, elevated to folk hero status by the film *The Sound of Music*, are hardly singing in harmony these days.

The family escaped from Nazi-occupied Austria half a century ago and later became a professional touring vocal group. But now a bitter dispute has split the clan in two. The Vermont Supreme Court is considering a lawsuit claiming that one branch of the family shortchanged the other - to the tune of \$3m.

At the centre of the fight is the inn built and managed by Maria Von Trapp and her brood in Stowe, Vermont, where the family settled after fleeing Europe. *After Maria*, played by Julie Andrews in the movie, died in 1987, discord crept into the dynasty. Johannes von Trapp, the youngest child, ran the inn

until 1993, when he was ousted by rival family members. He won back control the following year and paid minority shareholders - his sister and the children of two brothers - \$2.5m for their share in the business. They now claim Johannes and his allies should have paid \$3m more.

Johannes is threatening to sell the inn to an international hotel chain to meet their demands. Somehow Marriott's Trapp Family Lodge doesn't have the same ring.

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The stars of Team USA look set to be fined heavily for trashing their rooms in a post-match temper tantrum - though as millionaires they can presumably afford it.

## Financial Times

## 100 years ago

Yukon Railway Schemes  
Ottawa, 21st Feb. The London Syndicate has made an amended offer to the Government for the construction of the Yukon Railway. It proposes to build from Pyramid Harbour to Took Rapids, a distance of 288 miles, for a land grant in alternate sections of one mile square for a distance of ten miles on each side of the railway from the Boundary to the rapids, or it will build from the Stikine to Teslin Lake for a million acres.

## 50 years ago

U.S. Steel Prices  
Representative U.S. steel men are being called to Washington next Thursday to explain why they have added \$5 per ton to the price of semi-finished steel. A suggestion has been made, says our Washington Correspondent, that the U.S. Administration should consider whether the steel companies' action violates the Anti-Trust Act. Senator Taft, chairman of the Joint Senate-House Committee on the Economic Report, said that the committee is unanimous in wanting an explanation from the steel men.





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# FINANCIAL TIMES COMPANIES & MARKETS

Monday February 23 1998

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Week 9 [www.portugaloffer.com](http://www.portugaloffer.com)

## INSIDE New figures may push yen lower

The yen could be in for a hard week after the unenthusiastic reaction to Japan's financial package. The currency has been helped in recent weeks by market hopes for the package, which was revealed on Friday, with promises of further measures. But the yen fell after the announcement. This week, it could suffer further if the latest industrial production figures continue to show an economy in the doldrums. Page 23

**GLOBAL INVESTOR**  
Bond yields the key for equities bull run  
Is the world on the verge of a shift to a new era of lower real bond yields? It might be one of the best hopes for those who believe the equity bull market has further to run. Nominal bond yields have fallen about as far as they can to reflect the new low-inflation era. With earnings growth set to fall in the face of the Asian crisis, stocks may need a valuation lift from bonds to make further progress. Page 22

**INTERNATIONAL EQUITIES**  
A culture ready to multiply  
With economic and monetary union will come pan-European investment, driven by three key factors. Ecu will create a more liquid stock market, encouraging wider share ownership of previously domestic stocks. Second, many European privatisation programmes have a considerable way to go. Finally, Ecu will spark regional competition, bringing consolidation that will drive equity issuance. Page 22

**COMMODITIES**  
Silver experts focus on Indian reaction  
Warren Buffett will be the name on everyone's lips at CPM Group's presentation of its 1998 survey of the precious metal's situation tomorrow. Berkshire Hathaway, the financial services and investment company run by Mr Buffett, controls more than 20 per cent of the world's estimated silver supply. But the reaction of consumers in India, the world's biggest market, to the recent price rise, will be crucial. Analysts say Indian consumers are being tempted into gold, which is trading at just below the important figure of \$300 per troy ounce. Page 23

**INTERNATIONAL BONDS**  
The rise and rise of the jumbo bond  
The recent trend towards larger bond issues is likely to be confirmed this week, as several borrowers are expected to launch benchmark deals with amounts of \$1bn or more. Analysts say jumbo issuers are taking advantage of cyclical factors in their favour, including the "flight to safety" prompted by the Asian crisis and the popularity of the dollar. Page 24

**EMERGING MARKETS**  
Bulls go for bargain basement Ukraine  
The Ukrainian stock market is full of bargains. On the basis of simple valuation comparisons, Ukrainian companies are possibly the cheapest in Europe. Last year, Ukraine's \$4bn stock market boomed as foreign money poured in. However, in the wake of the Asian economic crisis, the tide of foreign investment has subsided. But with further privatisations planned for 1998, especially in the electricity sector, oil refining, and metals, some experts are quite bullish about the potential. Page 24

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## Discover card to go global

By George Graham and Clay Harris in London

Morgan Stanley Dean Witter Discover, the US financial services group, plans to create a global payments network as a base for launching its Discover credit card worldwide. Philip Purcell, chairman and chief executive, said he believed payment cards were a global business, and he fully intended to be a global player. "It'll be very disappointed if Discover is not a global brand five years from now," he said. The group announced on Friday it planned to drop Discover from its company name. It aims to use Morgan Stanley Dean Witter as a corporate name and as the sole brand for all its securities and asset

## Morgan Stanley aims for worldwide payments network as base for launch

management businesses. Mr Purcell said the bank would start by building a global network of merchants who would accept its cards, possibly through partnerships in each country. Only then would it begin to issue Discover cards in the rest of the world. "In the US we did it simultaneously. That's way too complicated to do globally," he said. Morgan Stanley Dean Witter has been pondering for some time how to take the Discover card into the international market. In the US, snappy

marketing and the offer of a 1 cent rebate for every dollar spent have turned it into the single largest issuer of general purpose credit cards with 40m accounts, but elsewhere it is scarcely known. Its Novus network of merchants who will accept Discover and a number of other cards have grown rapidly over the last 10 years, but still ranks fourth in the US behind Visa, MasterCard and American Express. Visa and MasterCard, however, were consortia whose names overshadowed the brands of their member banks,

that actually issued the cards. Mr Purcell said. Even the largest card issuers, such as Citibank, found their customers thought of their cards simply as Visa cards, not Citicards. "The winners long term in the card business will be those who have branded cards... The difficulty with the Visa system is you don't build your own brand." Mr Purcell said the global financial industry had been transformed by large mergers, including the \$24bn combination last year of the Morgan Stanley investment bank with

his Dean Witter, Discover retail broking and cards company, as well as the Swiss Bank Corporation-Union Bank of Switzerland merger. He believed Morgan Stanley Dean Witter could already compete globally in investment banking and asset management. In its other two legs - cards and retail securities - it would eventually be able to compete on a global scale. The decision to adopt the Morgan Stanley Dean Witter name for all securities and asset management activities reflects the success it has achieved, quicker than expected, in putting Dean Witter's retail broking strength together with Morgan Stanley's advisory and underwriting skills.

## Mitsubishi to quit PC markets in Europe and Japan

By Christopher Price in London

Mitsubishi Electric, the Japanese consumer goods group, is quitting the European and Japanese personal computer markets in a move that signals the end of Apricot Computers, one of the oldest UK consumer computer brands. Mitsubishi, which bought Apricot in 1990 for \$39m (\$65m), blamed the tough trading conditions in the PC market for its decision. Mitsubishi is to concentrate on the internet and business computers. The news comes three weeks after AST, another Japanese-owned computer group, announced it was withdrawing from the European PC market. Samsung, the Japanese electronics giant, which owns AST, also blamed the difficult trading environment. The average retail prices for PCs has fallen by 20 per cent in the past year.

Peter Horn, president of Mitsubishi Electric's PC division, said the rising costs of supporting PC sales with call centres and technical advice was another factor in the decision to withdraw, along with the rapid depreciation of the machines once assembled. "We have to focus our business on those areas where we are going to get the best returns, and for us they are in the business market and the internet," he said. Mr Horn said he did not believe the move out of consumer PC manufacture would lead to large job losses.

In the past year, the number of Mitsubishi's UK employees has fallen from 769 to 650 through natural wastage. Mitsubishi has offices in Birmingham and a factory in Scotland, which will now become the centre for its business computer production. The company sold about 50,000 PCs last year - 40 per cent of them in Japan - giving it about 2 per cent of the consumer PC market in Japan and 2 per cent in Europe. Mitsubishi has a 3 per cent share of the business computer market. Apricot's departure from the PC market closes another chapter on a successful UK company of the 1980s that later had to be rescued by a foreign company. Originally owned by ACT, a Birmingham-based software and services group, Apricot Computers was initially successful at a time when the PC market was fragmented.

However, the emergence of IBM as the dominant player by the end of the 1980s marked the beginning of Apricot's decline. Mitsubishi stepped in in 1990, while ACT went back into software and services. Mitsubishi has been an internet service provider for three years and has 2,500 business and 35,000 private subscribers.

## UK group beats US rival with promise of quick cash Bass to explain hotel chain deal

By John Willman in London

Bass, the UK brewing and leisure group, will today brief institutional shareholders and analysts on the agreement it signed late on Friday night to buy Inter-Continental Hotels and Resorts for \$2.9bn from Japan's Saison group. The acquisition gives Bass a substantial global upscale hotel chain to complement its mid-market Holiday Inns operation.

Bass shares fell 26p to 960p on Friday as news of the impending deal leaked out, amid fears that it would overpay for the luxury hotels business. The group, which is currently unlisted, was seen as desperate to make an acquisition after last year's setbacks in its attempts to buy Carlsberg-Tetley, the UK brewer, and William Hill, the betting shop chain.

"There will be some surprise at the price," said Mark Finkle of NewWest Securities. "But they were damned if they did and damned if they didn't. They have paid the requisite price to enter that end of the market." Bass will emphasise that it was able to win over Marriott International, the US group, by promising to deliver cash



Big move: Sir Ian Prosser, Bass chairman and chief executive

quickly to the troubled Japanese stores group, which is selling several assets to cover subsidiaries' bad debts. It offered a \$1.395bn cash pay-

ment, repayment of \$450m debt and the assumption of net debt of \$1.044bn. It also agreed to license Saison to operate the Inter-Continental

and Forum hotels in Japan where Bass has no operating arm. In return, Bass acquires 187 hotels with 65,000 rooms in 69 countries. Of these, 117 are Inter-Continental hotels and 20 are the mid-market Forum brand.

"The deal leaves Bass in the best position of any hotel group with international ambitions," said Paul Slatery of Dresdner Kleinwort Benson. "It already has a dominant position in the mid-market range with Holiday Inns. This acquisition makes it one of three groups with critical mass in the upscale end and very much at the top of the league."

The group made \$179m in earnings before interest, tax, depreciation and amortisation in 1997.

Bass said it expected the deal to involve one-off costs of \$50m, but to generate \$40m annually from cost savings in reservations, purchasing, sales and marketing.

Completion of the agreement, which is dependent on regulatory approval in the US and Europe, is expected by March 31.

It will leave Bass with interest cover of around five times.

## PW drops plan to take Origin stake

By Gordon Cramb in Amsterdam

Price Waterhouse saw Origin, which operates in 31 countries, as a way to expand its ability to meet its clients' information technology needs. But late on Friday it and Phillips said they could not reach an agreement. This deal is a blow to PW's ambitions to create a broad-based professional services group. It has been seeking to widen its expertise beyond traditional definitions of accountancy and consulting. Origin and PW are to continue their year-old strategic alliance.

Phillips said Origin showed a modest profit last year after substantial losses in 1997 and management upheavals. Sales growth was some 21 per cent at the Eindhoven-based IT services company. On Friday Phillips also announced the appointment of Origin's fourth chief executive within the space of two years. Robert Pickering is a former PW executive who was until last December president of BSG Alliance/IT, a Texas based computer services company which has a joint venture with Origin in the US.

Phillips has repeatedly stressed its commitment to Origin, treating it differently from other unprofitable businesses it has sold or closed in the past 18 months. At the same time it has been keen to achieve more independence for Origin, which depends on its parent for almost half its income.

The continuing tie-up with PW involves providing third-party software, systems integration and similar business services to help link it to its customers. PW merger cleared, Page 21

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The continuing tie-up with PW involves providing third-party software, systems integration and similar business services to help link it to its customers. PW merger cleared, Page 21

## Goldman Sachs Asset Management to target Europe

By Jane Martinson, Investment Correspondent

Goldman Sachs Asset Management is to launch its first marketing exercise in Europe in an effort to extend its role in the highly competitive UK pension fund market and benefit from poor performance from its larger rivals. At the same time GSAM, part of the US investment bank, has appointed Nigel O'Sullivan, a pension fund

consultant, to the new post of head of its European pension and insurance strategy group. The appointment is a significant one for GSAM, which entered the UK market less than two years ago with the purchase of CINman, the pension fund manager for the coal industry.

GSAM's decision to boost its UK profile in such a relatively short time partly reflects its belief that the domestic industry is ripe for a shake-up. The

UK's leading fund managers - Mercury Asset Management, Schroders, PDM, Gartmore and Morgan Grenfell - have suffered either performance or management problems in the past two years. David Blood, managing director of GSAM in Europe, said: "We would have waited, but the opportunity is just too good. We want people to know that Goldman Sachs is here."

GSAM, which manages \$40bn in Europe out of a world

wide total of \$140bn, is also keen to capitalise on a recent shift among pension fund consultants away from the traditional multi-asset management and towards specialist funds. GSAM manages about \$3bn for UK clients, with most of that coming from the coal funds. GSAM has already started to contact large corporate clients of its investment banking parent. "We want to leverage the Goldman Sachs brand name," Mr Blood said.

Pension fund consultants agreed that the biggest asset of the group in lieu of long-term performance figures was its brand name. "Anybody with any nous in the financial world has heard of Goldman Sachs," said one.

GSAM, which intends to launch a range of advertisements for the institutional business in the coming months, said it intended to increase its staff by 75 to 275 next year. Most of these

appointments would be in the marketing department. However, the group has failed to find a UK head of marketing. Mr O'Sullivan previously worked with Bacon & Woodrow, one of the UK's leading pension fund consultants. He had acquired a reputation for recommending the sacking of underperforming managers.

Mark Griffin is to leave GSAM's strategy group to move to the US, where he will focus on insurance groups.

# GOING for GROWTH

What have 8 IT companies, 9 leisure companies and 6 telecommunication companies got in common? Last year, they and 153 other companies listed on the London Stock Exchange to help their future growth by raising money, boosting trading in their shares and enhancing their public profile. Together they raised a total of £1,376 million.

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## COMPANIES AND FINANCE

## Overseas in threat of legal action

By Jean Eaglesham

Overseas Investment Trust shareholders are threatening legal action unless the board publishes reconstruction proposals by Wednesday.

The threat reflects growing frustration with the perceived reluctance of Morgan Grenfell Trust managers, which manages the trust, to expedite its break-up. "The longer it takes, the longer they manage the [£185m] assets and so keep their fee - it is common behaviour," said one shareholder.

Shareholders believe they have found a legal lever to force the trust's board to act. A circular issued to them in October 1981, when the UK vehicle was called the North Atlantic Securities Corporation, required the board to issue proposals to unitise or liquidate the trust within three months of losing a continuation vote.

Overseas lost such a vote on December 15, shortly after a predatory US firm of arbitrageurs, Elliott Associates, bought a 15 per cent stake. If the three months'

clause still applies, the trust needs to hold an extraordinary meeting to vote on wind-up proposals by March 15, at the latest. This means the board must issue proposals this week to give the legal required minimum 21 days' notice.

But Tony Fabrizio of HSBC James Capel, the broker acting for Overseas, said there was "no legal requirement to put proposals forward by a certain date."

He added that it was "a matter of legal opinion"

whether such a requirement existed in this case.

Mr Fabrizio denied that the trust and its manager had been slow to act after being defeated in the continuation vote. "The board wish to consult very widely with shareholders, right down to the smallest private shareholder, and this has been an ongoing process for some time."

But analysts cast doubts on this justification. "It is noticeable that the board has taken longer to develop proposals than Kleinwort

Overseas Investment Trust, which lost a continuation vote on the same day [and has already issued reconstruction proposals]," said Andrew Bell of BZW, the broker.

As well as coming under increasing pressure to act quickly, Overseas may also be forced to follow KOT's lead and offer shareholders the option of a full cash exit. After it lost the continuation vote, the board said its reconstruction proposals "are likely to involve a form of cash exit".

## United likely to finalise sale of division

By Christopher Adams

United News & Media, the media conglomerate headed by Lord Hollick, is in the final stages of talks to sell its northern regional newspaper division to Candover, the venture capital group.

Candover Investments, one of two venture capital groups in the running to buy the business, which includes the Yorkshire Post, said yesterday it was carrying out due diligence and hoped to agree a final offer shortly. A sale could raise about £360m.

United is not thought to be talking exclusively with Candover, however. CVC Capital, the other venture capital group keen to back a management buy-out, could not be reached for comment. The interest comes despite concerns that United is attempting to tie the buyers of the northern papers into a long-term printing contract, at its press in Broughton, near Preston, Lancashire.

Candover owns no publishing operations at present. It has raised £850m from investors in its latest equity fund.

Other groups including Newsquest Media Group and Trinity International Holdings had also been invited to submit second bids. But Trinity, which was bidding £330m-£350m, is believed to have pulled out.

A successful sale of the northern papers would complete the disposal by United of its UK regional newspapers. United Provincial Newspapers is the fourth largest regional group, with 7.4 per cent of total circulation.

Last week, the group sold its southern regional publications to Southnews, the local newspaper group, for £47.5m. Dresner Kleinwort Benson, which is advising United, has also been seeking buyers for the Spanish newspaper arm.

## NEW DIGEST

## Three Montanaro directors resign

Three of the four directors of Montanaro UK Smaller Companies Investment Trust have resigned after an internal disciplinary investigation. The resignations could trigger a takeover bid for Montanaro Investment Managers, the boutique fund management company which runs the trust.

Montanaro refused to reveal the reasons for the resignations or the identities of the directors. "We can confirm that two of the directors were suspended pending a disciplinary investigation and those directors and another director have resigned," it said. "We are not prepared to comment further but we are concerned that a private internal matter has become public and are considering legal action [as a result]."

The affair will raise questions over the future of Montanaro Investment Managers, a small independently owned company set up in 1985 by Charles Montanaro. Mr Montanaro is a fund manager with a good reputation in the UK smaller company sector. But the only funds in his stable are the investment trust, which has about £70m of assets, and an unquoted limited partnership.

Jean Eaglesham

## Banks deny bid speculation

Barclays yesterday refused to comment on weekend press speculation that it was planning to bid for Standard Chartered, the UK-based international bank. Standard Chartered denied it was in takeover discussions with anyone. With a stock market value of £29bn, Barclays is nearly four times the size of Standard Chartered, whose share price has reflected the volatility of Asian markets in recent months.

A bid for Standard Chartered would not pose any domestic competition problems like those foreseen in Barclays' ambitions - now put on hold - to buy the rival National Westminster Bank. They would have commanding combined market shares, however, in some African countries. Both banks have also pulled back in investment banking. Always more regionally based than Barclays, Standard Chartered started its retrenchment two years earlier, in 1995.

Hong Kong and the Asia Pacific region accounted for nearly two-thirds of Standard Chartered's trading profits of \$28.8m in 1996. Its 1997 results are due to be announced on Wednesday. See Lex

Clay Harris

## Packaging alliance formed

MY Holdings, the UK paperboard and plastics packaging group, is set to announce today the formation of a European alliance which it hopes will help its members to win more business from multinational pharmaceutical groups. The move has been prompted by an increasing trend among large packaging users, notably pharmaceutical and consumer goods groups, to rationalise their supply bases and find pan-European suppliers. This has presented problems particularly for small and medium-sized companies producing in just one country.

MY, based in Surrey, is teaming up with partners in France, Germany and Italy, to form an alliance called Pharmapack. All four specialise in pharmaceutical packaging. They will continue to work as individual entities, but will pool some marketing and sales, providing customers with a single point of contact for Europe-wide negotiations and common commercial terms and specifications.

Together the companies - of which MY is the largest with turnover of about £100m a year - produce at 15 sites in western Europe.

Virginia Marsh

## Texas 'offer' for Energy

Texas Utilities, the Dallas energy company, is expected to make a bid for Energy Group of the UK within the next two weeks. The offer will be at a "significant premium" to the bid of 78p a share from PacificCorp, another US utility, which values Energy Group at \$4.05bn.

Texas is keen for the board of Energy Group to back its bid. With this aim, it is believed to have promised John Devaney, chief executive, and Eric Anstee, finance director, important roles within the company after the takeover. "Within limits Texas lets subsidiaries run themselves," an official said.

The disadvantage facing Texas is that it lacks regulatory clearance. PacificCorp overcame this obstacle last week when the Federal Trade Commission of the US approved its bid providing it sold two US mines owned by Energy Group if successful.

Jonathan Guthrie

## Demasz to raise \$80m

A 38 per cent stake in the south Hungarian electricity distribution company, Demasz, is expected to be made available in an international public offering this spring, raising about \$80m (£48.8m).

Demasz, which is 54 per cent owned by Electricité de France International, is to request listings on the Budapest and Luxembourg Stock Exchanges. EDFI will retain a stake of just over 50 per cent, with the majority of the shares on offer provided by Hungarian based brokerage OTF, which holds a 24 per cent stake purchased from local councils.

Kester Eddy in Budapest

## Name change for Générale

Générale des Eaux, the French construction, communication and environmental services group, is poised to change its name. Jean-Marie Messier, chairman, made the disclosure in this month's letter to shareholders. He said the current name gave an incomplete and sometimes inexact picture of the group. The new name, to be proposed at the general shareholders' meeting in June, would reflect the "richness and coherence" of group activities.

The disclosure came as the Paris appeals court ruled that the company should not be forced to make a full bid for Havas, the media group, in which it has a substantial minority stake. See Lex

David Owen in Paris

## Videologic's graphics chip

Videologic, the UK-based graphics technology group, will today launch its second-generation PowerVR 3D graphics chip aimed at the arcade systems, personal computer and set-top box markets. The company's PowerVR technology, developed in conjunction with NEC, the Japanese electronics group, is already the market leader in the PC 3D graphics market with a 36 per cent market share, according to Jon Peddie Associates, an independent research firm. Its existing customers include Compaq, the world's largest computer maker, Gateway, NEC and Matrox, the market leader in the add-in graphics card market.

Paul Taylor

## Pennant flies to Aim

The Eurofighter project is fuelling expansion plans for a defence training simulator company, which will today announce a placing and admission to the London Alternative Investment Market, to raise £2m. Pennant International intends to use the cash to fund acquisitions, new product development, and to expand its existing Cheltenham-based operation.

The placing by Rowan Dartington & Co early next month is expected to value the company at £2m-£10m.

Pennant, formed in 1986 and acquired in 1991 by Pennant International Group, produces hardware and software for simulation equipment used in training for aircraft, ships and power stations.

Turnover has almost doubled in the last two years to £4.4m in the year to December 1997, with operating profits at £696,000.

Julianne Jovitt

## Row erupts as Ewart chairman opts for Dunloe

By Jonathan Guthrie

A furious row has erupted between Brian O'Connor, non-executive chairman of Ewart, the Belfast property company, and other board members over his decision to accept the lower of two rival offers for the business.

The stock exchange will today publish an announcement by Mr O'Connor that he "intends to accept" a 75p-a-share offer for Ewart from Dunloe House, the Dublin property company, in respect of his 16 per cent shareholding. In the statement Mr O'Connor says: "The uncertainty created by the bid... should be brought to an end. My action is designed to achieve this and create certainty for all shareholders."

But Barry Gilligan, chief executive of Ewart, said he was "very surprised" by the move. Mr O'Connor had backed the board's decision on Thursday to reject Dunloe's offer, increased from 67p a share last Thursday, which values Ewart at £23.4m.

Mr Gilligan said Ewart had by then received an "indicative offer" at 79p a share from another bidder which the board had decided to accept, even though it

was below Ewart's net asset value of 81p a share.

The other directors learned of Mr O'Connor's decision on Friday morning. There was an angry exchange of words at 3pm at a board meeting conducted by telephone by Mr O'Connor, who lives in Hong Kong where he has business interests.

"I am very concerned about the actions of the chairman and the possible damage they have done to shareholders' interests," said Mr Gilligan, who added that the identity of the new bidder was likely to be revealed next week. He said Ewart would complain to the Takeover Panel about Mr O'Connor, and that it was considering taking legal action against him.

Mr O'Connor was travelling yesterday and could not be reached for comment.

Following lengthy discussions with the Takeover Panel, Mr O'Connor agreed he would not sell his Ewart shares before Tuesday of next week, and only after that if total acceptances give Dunloe more than 50 per cent of Ewart. Dunloe's chairman, Noel Smyth, a substantial part of the proceeds would be used to pay off long-term debt.



Seeking acquisitions: Stuart Wallis (right) with David Gilbertson, chief executive

## LLP heads for flotation

By Christopher Adams

LLP, the business information group and publisher of Lloyd's List, plans to float on the London Stock Exchange in the spring.

Stuart Wallis, chairman, said some of the cash raised from institutional investors would go towards funding future acquisitions. LLP, which has some 300 publications, is highly geared and a substantial part of the proceeds would be used to pay off long-term debt.

The company, which announced its intention to seek a listing last year, was sold to a management team, backed by NatWest and 3i, for £22.5m by Lloyd's of London, in late 1995. It had been formed as a stand-alone subsidiary of the corporation of Lloyd's in 1973 and took over the activities of the insurance market's internal information-gathering and publishing departments.

Venture capitalists own 75 per cent of the group and management 25 per cent.

The flotation, which is dependent on shareholder approval and stock market conditions, would place more than half the business with institutional investors. Pre-tax profits were £10.3m last year on an increase in turnover from £40m to £48.4m.

"This company has grown very fast, both organically and by acquisition. There are some interesting opportunities for business and it will be good to have the cash available for development," said Mr Wallis.

## Estimated consolidated net income 1997: FRF 2,055 million

The Board of Directors of Usinor were informed at a meeting held on Tuesday, February 17, chaired by Francis Mer, of the estimated consolidated net income for the 1997 financial year.

Consolidated net income was FRF 2,055 million compared to FRF 1,489 million in 1996.

In FRF billions	1997(*)	1996
Sales	72.0	71.1
Operating income	3.6	2.5
Income from operations before tax	2.5	2.1
Net income	2.1	1.5
Net cash provided by operations	5.8	10.0
Capital expenditures	4.1	3.9
Shareholders' equity (including minority interest)	28.2	29.7
Net debt	5.8	6.5
Net income per share (FRF)	8.45	6.12

(\*) Unaudited - Vallourec consolidated until June 30, 1997

Consolidated sales for 1997 were FRF 72,001 million, increasing by 6.7% versus 1996 on a comparable basis. Sales were derived from Flat Carbon Steels (Sollac) 52.5%, Stainless Steel and Alloys (Ugine, J&L, Imphy, ...) 23.9%, and Specialty Steels (Aster, Unimetal, Ascometal, CL, IMS, ...) 20%, the balance of other activities (Vallourec over the first six months, Forcast, ...) and elimination of sales between activities representing 3.6%.

In 1997, sales in the three core activities evolved as follows: Flat Carbon Steels at FRF 37,841 million, or +7.8% (volume effect +8.3%, price effect -0.5%); Stainless Steel and Alloys at FRF 17,189 million, or 2.8% (volume effect +4.9%, price effect -2.1%); Specialty Steels at FRF 14,401 million or +4.7% (volume effect +9.7%, price effect -5%).

In 1997, 32% of the sales were made in France, 47% in the other countries of Europe and 21% in the rest of the world. The United States represented 11% of total sales and Asia 3.5%.

Operating income was FRF 3,590 million, or 5% of sales (4.5% in the first half of the year and 5.5% in the second) compared to FRF 2,482 million, or 3.5% of sales for the 1996

financial year. Flat Carbon Steels constituted 6.9%, Stainless Steel and Alloys 3% and Specialty Steels 1.6%.

Net income reflected in particular a restructuring provision of FRF 300 million related principally to the closure of the Longwy wire rod mill and the rationalization of the J&L industrial sites in the United States.

Net cash provided by operations amounted to FRF 5,845 million versus FRF 9,973 million in 1996. Given the recovery in activity, this variation is explained principally by the increase of working capital requirements whereas in 1996 a deflated economy contributed to a significant decrease. After capital expenditures of FRF 4,125 million and financial investments net of divestitures, the free cash flow was FRF 2,965 million.

Net debt at December 31, 1997 was FRF 5,835 million. Following the deconsolidation of Vallourec, the debt/equity ratio remained the same as that at the end of 1996 (0.21 compared to 0.22). This ratio is likely to increase significantly in the first quarter of 1998 taking into account the acquisition by Aster (Specialty Steels) of 100% of the Belgian company Fafer for approximately FRF 1.6 billion and the purchase by Usinor of minority interests in Sollac for approximately FRF 1.1 billion.

The asset turnover ratio continued to improve, from 1.55 at the end of 1996 to 1.67 at December 31, 1997, reflecting the Group's policy which emphasises shareholder value in order to improve the return on its capital employed.

## Prospects

The economy continues to be sustained on the domestic market of the European Union, in particular in the sectors constituting important markets for Usinor, such as the automobile and mechanical engineering industries. Inventories are at normal levels and the Company believes that the consumption of steel should continue to improve at least until summer, with the help of a noted resurgence in investment. This evolution should contribute, in a relatively stable dollar environment, to the firmness of prices, flat stainless steel (17% of the sales of the Group) continuing as in 1997 to suffer from global over-capacity.

Annual contracts, which cover 45% of the Group's sales, were negotiated under good conditions in almost all sectors. The order books are currently well filled and the plants should operate at full capacity over the first six months of 1998.

## Net dividend: FRF 3.30

The Board will propose to the General Assembly, which is to meet on Tuesday, June 9, 1998, a net dividend of FRF 3.30 per share. Payment of such dividend is expected to occur on Wednesday, July 1, 1998. This distribution represents 39% of the net profits.

Operating income  
+44%

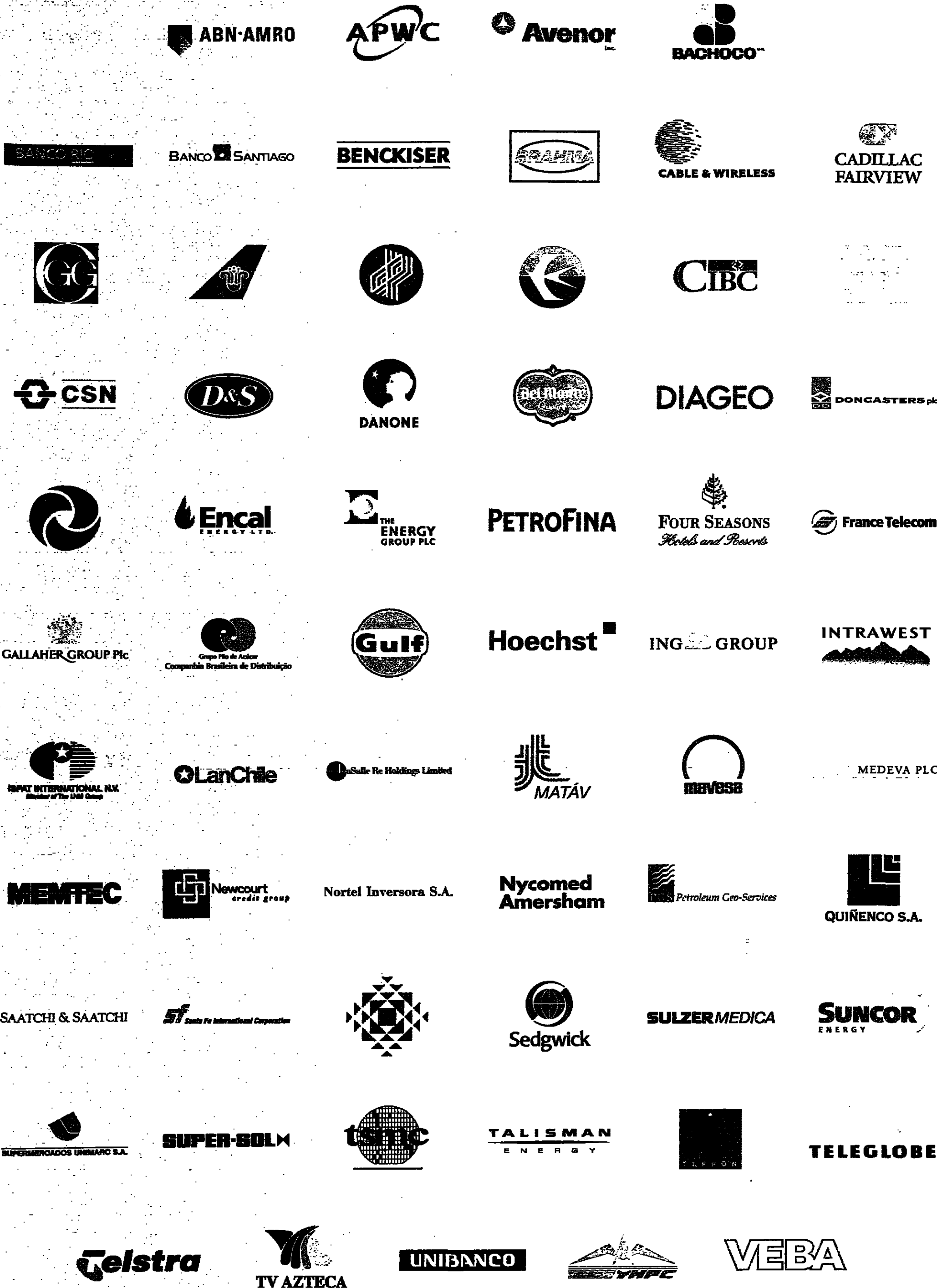
Net income  
+38%

Dividend per share  
+10%

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## COMPANIES AND FINANCE

## SG to buy US investment bank

By Tracy Corrigan in New York

Société Générale, the French bank, has agreed to buy Cowen & Company, the US investment banking partnership, for \$540m in a cash transaction. Cowen specialises in equities and research in growth sectors such as technology, healthcare, communications and media. The new company will be called SG Cowen Securities.

"Cowen will serve as a cornerstone in our efforts to continue to build and enhance our universal banking capabilities for our customers and clients in the US and global marketplaces," said Jean Huet, chief executive officer of SG Americas.

SG will pay the partners of Cowen 60 per cent of the purchase price on closing and the rest in three instalments over three years. SG has established a \$75m retention pool to be paid over three years to "key Cowen employees".

Joseph Cohen, chief executive officer of Cowen, will serve as chairman of SG Cowen and Curtis Welling, currently chief executive officer of Société Générale Securities, will be president and chief executive officer.

Both will report to Mr Huet. Mr Cohen said he had decided to sell because "strategically, the dynamic of our business changed when Alex Brown decided to combine with Bankers Trust" last year.

Subsequently, Robertson Stephens and other small US investment banks were also bought out, as part of the consolidation of the financial services industry. Mr Cohen said growing companies which in the past had graduated from Cowen to larger investment banks would be easier to retain because of SG's ability to offer a full range of financial products.

Mr Welling said Cowen was a perfect fit for SG's US securities business. "The missing component was equity capability and high quality of research," he said. The group will now be able to offer "highly integrated value-added products to a focused group of industries".

The company said as a result of tax benefits and time value savings, the actual present value cost to SG, including the purchase price and the retention pool, is about \$48m. As part of the transaction, Société Générale's existing securities company, currently regulated by the Federal Reserve Board, will be converted into a securities company regulated by the Securities and Exchange Commission under Section 20 of the Glass Steagall Act.

SG already has an established commercial banking business in the US. Mr Huet said that SG has a \$50bn loan book in the US and "85 per cent of the business is with corporate America".

## Dutch chemicals companies in talks

By Gordon Cramb in Amsterdam

DSM and Gist-Brocades, two of the biggest Dutch chemicals companies, are "holding talks to explore possible forms of co-operation", fueling speculation of a €1.82bn (\$4bn) merger.

Shares in both companies were suspended for part of Friday on the Amsterdam stock exchange after rising strongly. They jumped further when trading resumed. Gist-Brocades closed 10.3 per cent higher at €1.60, while DSM was up 3 per cent, at €1.200.80.

DSM, with sales of nearly €12bn, is by some way the bigger of the two. Petrochemicals make up nearly half its business, though it is also the world market leader in melamine. Gist-Brocades, where revenues are above €1.2bn, has pharmaceuticals and bakery ingredients as its two main divisions.

Simon de Bruijn, DSM chairman, told analysts last autumn that a main element of its growth strategy was a "shift towards businesses which are further downstream in the industry chain and less sensitive to the chemical business cycle". He identified fine chemicals, along with plastics and resins, as an area to target.

Rand Selman, a fellow board member, is on record as saying that joining forces with Gist-Brocades would be a "highly interesting combination of technologies".

According to Peter Blair, analyst with Salomon Brothers in London, "The most likely is that DSM will buy Gist-Brocades - they can afford it". He added: "DSM is the most cyclical of the larger chemical companies in Europe, and the share price has been panned because of it."

## INTERNATIONAL NEWS DIGEST

## Scania edges up to SKr2.75bn

Scania, the Swedish truck manufacturer, has reported flat full-year profits after enduring intense price competition in Europe and rising production costs associated with its latest model. In spite of increased volumes and strong order bookings, Scania saw pre-tax profits rise only marginally from SKr2.71bn to SKr2.75bn (\$340m) on improved sales last year of SKr39.7bn, up from SKr33.7bn. Operating income fell from SKr3.05bn to SKr3.05bn after increased warranty and distribution costs on its new four-series truck, which added SKr400m to group operating expenses.

Left Oetting, Scania chief executive, said Scania was in discussions with Kia, its South Korean distribution partner, about future marketing arrangements in Asia, but he pointed down recent speculation that it was considering acquiring the Korean group's Asian Motors business. The operating margin for the year fell from 9.1 to 7.7 per cent. Earnings per share were unchanged at SKr9.90 and a maintained dividend of SKr5.50 is proposed.

Tim Burt, Stockholm

## INSURANCE

## Skandia shares dip despite advance

Shares in Skandia fell 3.8 per cent on Friday after Sweden's largest insurer said growth in its unit-linked assurance business had slowed during the fourth quarter. Announcing more than doubled full-year profits, Skandia said growth of its unit-linked funds slowed in the fourth quarter because of stock market turbulence. Written premiums remained unchanged, however.

Growth in Skandia's unit-linked funds slipped to 7 per cent in the final quarter, compared with a full-year rate of 56 per cent. The shares, which have more than doubled in value in the past year, fell SKr17 to SKr432. Pre-tax profits for the full year jumped from SKr2.4bn to SKr6bn (\$742m), lifting earnings per share from SKr11 to SKr23. Lars-Eric Petersson, chief executive, said all Skandia's core businesses improved earnings.

Greg McFoor, Stockholm

## SPAIN

## Bid gives boost to banks' shares

Strong investor support for Banco Santander's surprise Ptas30bn (\$4.1bn) bid for outright control of its subsidiary Banco Español de Crédito (Bancoest) drove the share price of both institutions to unprecedented highs on Friday. Santander shares rose 5.8 per cent to close at Ptas6,940, against a general index rise of 1.48 per cent. Shares in Bancoest, which will be exchanged on the basis of 3.3 for 1 new Santander share in next month's public offer for Bancoest, rose 23.7 per cent to close at Ptas1,140.

Merrill Lynch, the US bank, has been appointed global co-ordinator for the privatisation of Tabacalera, together with the domestic banks Argenta, Banco Bilbao Vizcaya and Banco Central Hispano. The sale of the government's 52 per cent stake in the dominant tobacco group, is expected to raise Ptas25bn (\$1.65bn) and is provisionally scheduled for late April.

Tom Burns, Madrid

## POLISH TELECOMS SELL-OFF

## CSFB drops protest over mandate

A consortium led by Credit Suisse First Boston, which includes Deutsche Morgan Grenfell and Poland's PKO BP savings bank, has decided not to pursue its protest against a controversial Polish government decision to grant the advisory mandate for a public offer of 20 per cent of Telekomunikacja Polska SA, the state-owned telecoms operator to Shvoders.

The CSFB group was shortlisted for the sale, which could be worth as much as \$2bn. It saw its protest rejected by the government last week. Later the group, which could have chosen to go to arbitration, said: "We have decided that the matter is closed". The government has said it rejected the offer because CSFB and its partners failed to fulfil the formal terms of the tender.

Christopher Bobinski, Warsaw

## UK INSURANCE

## GRE plans share buy-back

Guardian Royal Exchange, the UK composite insurance group, is set to return surplus capital to investors with a share buy-back scheme that could be announced with full-year results this week. Many UK institutional investors have urged insurers not to use their bulging resources to increase competition by cutting prices to achieve more business. Guardian, which together with Commercial Union begins the composite insurers' reporting season on Wednesday, may opt to buy back up to 5 per cent of its issued share capital, as Royal & Sun Alliance did last year.

Christopher Adams

## Safety-Kleen set to decide on bids

By Scott Morrison in Toronto and Nikkai Tait in Chicago

The \$2bn battle for control of Safety-Kleen, the US hazardous waste recycler, will come to a head on Wednesday, when shareholders are asked to vote on a now fully-financed offer from Philip Services, the Canadian scrap services and waste management group.

Philip announced on Friday it had finally secured financing from Canadian Imperial Bank of Commerce, allowing it to fund its \$200m contribution to the offer. Philip's two investment banking partners, Blackstone Management and Apollo Management, will each put up similar amounts.

The remaining financing for the bid will come from a \$15bn credit facility, underwritten by Chase Manhattan and CIBC. The bidding consortium said this facility was also fully syndicated by the end of last week.

Two weeks ago, the Philip offer hit a hiatus, when the Canadian group told Safety-Kleen that it had not yet

assured financing for the offer.

As Philip talked to its bankers, a shareholder vote on its bid - which is worth \$27 per Safety-Kleen share in cash and has been consistently preferred by Safety-Kleen directors to a rival cash and shares bid from Canada's Laidlaw group - was moved from February 11 to February 25. Philip needs support from holders of two-thirds of Safety-Kleen's shares to be successful.

However, Laidlaw Environmental says it will continue talks with Safety-Kleen shareholders to convince them of the merits of its offer, currently worth \$30 a share. Ken Winger, Laidlaw Environmental chief executive, refused to rule out the possibility that his company might raise its offer or increase the cash component of its bid.

The company said last Monday that Safety-Kleen shareholders had tendered more than 50 per cent of their stock in favour of the Laidlaw bid. The shareholders, however, can withdraw their stock prior to Wednesday's vote.

## Dresdner Bank ahead

By Andrew Fisher in Frankfurt

Dresdner Bank, Germany's second biggest bank, raised pre-tax profits by nearly 30 per cent last year to DM3.3bn (\$1.81bn) and announced risk provisions for Asia lower than those of its main competitors.

It has set aside DM600m to cover loan risks in Indonesia, South Korea and Thailand, where its total exposure is DM4.1bn. Dresdner said no provisions were necessary for Malaysia, where its exposure is DM1.2bn.

Deutsche Bank, the biggest German bank, is making extra provisions of DM1.4bn to cover potential loan risks in those four countries. Commerzbank has announced nearly DM1bn of provisions to cover "latent Asian risks".

Dresdner's strong performance was in line with positive comments recently by Bernhard Walter, who became chairman last month after the bank had been hit by a series of resignations and tax scandals.

Dresdner said commission income and own-account trading profits had risen sharply, while net interest income had shown a marked



Bernhard Walter, chairman of Dresdner Bank

positive comments. Growth in operating profits of 10 per cent to DM3.1bn, was held back by the comparison with a year in which they benefited considerably from capital gains on securities sold from the liquidity portfolio.

Dresdner said its minority stake in the Degussa metals and chemicals company to Veba in 1997, but the near DM900m profit was not all

booked to operating income. DM250m of this is being transferred to reserves.

The dividend is being increased from DM1.45 to DM1.55 a share, though the 1996 payment also included an anniversary bonus of 10 pfennigs.

Deutsche Bank, Germany's biggest bank, will present its accounts in euros from 1999, when the single currency is due to be introduced. The euro figures will be for the first quarter of next year. Other banks are expected to follow suit.

Among industrial companies, Siemens has already said it will present euro accounts.

Deutsche will also convert its shares into non-par value units from DM5 nominal units to ease the transition to the euro.

Dresdner Bank was the first bank to announce such a move a few weeks ago and Commerzbank said it would do the same.

Deutsche also intends to denominated its capital in euros from January.

These moves are dependent on euro-related legislation completing its passage through parliament. Shareholders also have to approve the changes in share capital.

## Petron postpones plans to construct \$2bn oil refinery

By Justin Marozzi in Manila

Petron, the Philippines' largest petrol group, is holding off plans to construct a \$2bn oil refinery because of the currency crisis.

Monico Jacob, chairman, said the decision to go ahead with a new refinery was taken in the first half of last year, before the peso was rocked by the regional currency crisis. It was then trading at about 26.4 pesos to the dollar, but has since fallen to a low of 46.55. In the past few days, it has hovered at 39-40 pesos to the dollar.

"What is important to us is the stability of the peso," Mr Jacob said. "The moment the peso stabilises, and we feel it will be stable, we will continue with our plans."

The new refinery, a central plank of the group's

strategy to defend its leading market share of 42.6 per cent, was due to begin operations in 2000. It is expected to have a capacity of 200,000 barrels a day, compared with the group's existing refining capacity of 185,000 bpd.

Mr Jacob said the prolonged uncertainty over deregulation of the oil industry had also contributed to doubt over the new refinery. Last November the Supreme Court threw out the existing deregulation law as unconstitutional.

Earlier this month, however, following threats from new entrants such as Total of France that companies would leave the Philippines unless there was a decisive ruling on the issue, Congress passed a new deregulation law.

Louie Hilado, analyst at ING Barings, said the long-term outlook for Petron was positive given the group's strong market position.

"Assuming we go to full deregulation after the five-month transition period, existing players like Petron will probably be in good shape. Competition is unlikely to impact fully within the next three years. Significant new investments still have to come in, and some of the new players remain a little jittery," he said.

With the combination of a currency crisis and legislative stalling on deregulation, Petron, which is 40 per cent owned by the state and 40 per cent by Saudi Aramco, has suffered more than most local groups from the regional turbulence.

## Disney to face pressure at AGM

By Christopher Parkes in Los Angeles

Walt Disney's determination to resist pressure for a boardroom shake-up will be tested for the second year in succession at the entertainment group's annual meeting on Tuesday in Kansas City, Missouri.

A resolution from the College Retirement Equities Fund, the biggest US pension fund, calling for changes to ensure a majority of independent directors, is expected to win support from other large investors.

The company's army of small shareholders typically votes its vociferous majority almost unanimously on the side of Michael Eisner, the chief executive credited with guiding Disney through 13 years of success.

However, the measure of dissent recorded by institutional stakeholders will be closely watched on Wall Street and by other companies under pressure to install more active boards.

Proxy Monitor, which provides pension funds and investment managers with voting advice, has prepared an analysis supporting the case presented by the CREF for reconfiguring the board.

"There is no evidence that the Disney board is anything but a rubber stamp for its chief executive," the report says. Its members had "abdicated all responsibility" for

succession to the chief executive's post to Mr Eisner himself. "And the results thus far have been less than propitious."

Mr Eisner rejected Jeffrey Katzenberg, who resigned to help set up DreamWorks, and settled on Michael Ovitz. "This proved equally unfortunate for Disney shareholders, who paid Mr Ovitz one of the largest severance packages in corporate history so he would go away."

Proxy Monitor also supports CREF's definition of an independent director - "one who has no present or former employment by the company or any significant financial or personal ties to the company or its management" - which has been rejected by Disney as "too restrictive".

Applying the pension fund's definition, the report suggests Disney fails to meet its own guideline that 60 per cent of its board should be independent.

It questions the status of seven members of the 16-person board: Mr Eisner's personal attorney, an architect who has worked for the company and also designed Mr Eisner's home, two former Disney executives, a former US senator who is also a paid consultant, the president of a university to which Mr Eisner is said to have donated funds, and the head of a school once attended by the Eisner children.

## NOKIA

(Public limited liability company incorporated in the Republic of Finland)

## NOTICE OF ANNUAL GENERAL MEETING

Notice is hereby given to the shareholders of Nokia Corporation (the "Company") of the Annual General Meeting ("AGM") to be held on Tuesday, 24th March, 1998 at 3.00 p.m. at The Helsinki Fair Centre, Congress Wing, Congress Hall C1, Rautatiealaiskatu 3, Helsinki, Finland.

## Agenda

- The matters specified in Article 12 of the Articles of Association:
  - review of the annual accounts, comprising the Profit and Loss Account, the Balance Sheet, the Annual Report of the Board of Directors and the Consolidated Accounts;
  - review of the Auditors' Report;
  - approval of the Profit and Loss Account, the Balance Sheet, the Group Profit and Loss Account and the Group Balance Sheet;
  - decision on any measures to which the profit or loss shown in the approved Balance Sheet or Group Balance Sheet may give rise;
  - decision on discharging the members of the Board of Directors and the President from liability;
  - decision on the number of members to serve on the Board of Directors;
  - decision on the remuneration to be paid to the members of the Board of Directors and to the auditors;
  - appointment of members of the Board of Directors; and
  - appointment of the auditors and the deputy auditors.

- A proposal by the Board of Directors to amend Articles 2, 4, 6 and 12 of the Articles of Association essentially to the effect that:
  - the nominal value of shares be split in half from 5 Finnish markkas to 2.50 Finnish markkas and a change of the minimum and maximum capital as a consequence of the split;
  - the provision on the right of the Company to redeem its own shares be deleted pursuant to a change of law;
  - the term of the Board members be shortened to one year;
  - the provision concerning the Executive Committee be deleted;
  - the Chairman of the Board of Directors be authorised to sign for the Company alone.
- A proposal by the Board of Directors to increase the capital of Nokia Corporation Foundation by FM10 million to be used for the purpose of the Foundation to support the scientific development of the data and telecommunications technology and to promote the instruction in this field in Finland.

## The Accounts and Annual Report

The accounts for the 1997 financial year and details of the proposals mentioned in paragraphs 2 and 3 above will be on display from 16th March, 1998 at the Head Office of

the Company at Nokia House, Kallialahdentie 4, Espoo, Finland, and the offices of Enskilda, Skandinaviska Enskilda Banken at 2 Cannon Street, London EC4M 6XX. Copies of the documents and the full annual report in Finnish, Swedish and English will be available at the Head Office of the Company and will be sent to Shareholders upon request to the Registrar. Such copies will also be available on request from Enskilda from 18th March, 1998. The annual report is also available at the internet page of Nokia (<http://www.nokia.com>) from said date.

**Right to Vote**  
Shareholders who are registered in the register of the Shareholders held by Finnish Central Securities Depository Ltd not later than 18th March 1998, and who wish to exercise their voting rights at the AGM must give notice to the Company of their intention to attend not later than 20th March, 1998 at 4.00 p.m. Notice may be given to the Shareholders' Registrar by telephone during office hours (050) 9 1807 390, or in writing to the Shareholders' Registrar, Nokia Corporation, P.O. Box 226, FIN-00045, Espoo, Finland. Written notice should arrive not later than 20th March, 1998.

**Payment of Dividend**  
The record date for the dividend for 1997 is 27th March, 1998. The Board will propose to the AGM a dividend of FM7.50 and that the dividend be paid after the expiry of the settlement period on or about 3rd April, 1998.

**Composition of the Board of Directors**  
Notwithstanding their remaining term the present members of the Board of Directors have announced that they will leave their posts to be filled at the AGM on 24th March 1998 if the proposal to shorten the term of the Board members to one year is approved by the AGM.

Certain shareholders representing more than 20 per cent of votes have informed the Company that they will propose that the number of members to serve on the Board of Directors be nine and that Ms Pirko Alitalo, Dr Edward Anderson, Mr Casimir Ehnrooth, Mr Jukka K. Leskinen, Mr Jorma Ollila, Mr Vesa Vainio and Mr Iiro Vironen be re-elected to the Board and Mr Paul J. Collins and Drs Robert F. W. van Oort be elected as new members until the closing of the following AGM. Mr Collins is a Vice Chairman and Director of Citicorp and Citibank N.A. and Dr van Oort is Chairman of the Supervisory Board of NKF Holding N.V.

Espoo, 12th February 1998.

Board of Directors of Nokia Corporation

This announcement appears as a matter of record only.

December 1997

## MARAZZI CERAMICHE S.p.A.

ITL 150,000,000,000

Term Loan Facility

Guaranteed by

C.F. MARAZZI S.p.A.

Arranged by

MEDIABANCA - Banca di Credito Finanziario S.p.A.  
CREDITO ITALIANO S.p.A.

Lead Managers

Banca di Roma - Filiale di Sanremo  
Banca Popolare dell'Emilia Romagna  
Banco Ambrosiano Veneto - Filiale di Modena  
Cassa di Risparmio di Reggio Emilia - Filiale di Sanremo  
Credito Emiliano - Filiale di Sanremo  
Rolo Banca 1473 - Filiale di Sanremo

Co-lead Managers

Banca Commerciale Italiana - Filiale di Modena  
Banca Popolare di Verona - Banco di San Cesario e San Prospero - Filiale di Modena  
Cassa di Risparmio di Torino - Filiale di Modena  
Dresdner Bank - Filiale di Modena  
Istituto Bancario San Paolo di Torino - Filiale di Modena

Participant  
Banca Agricola Mantovana

Representative Agent

MEDIABANCA

Banca di Credito Finanziario S.p.A.

Paying Agent

CREDITO ITALIANO S.p.A.

Filiale di Modena

MEDIABANCA



مكتبة النهر

COMPANIES AND FINANCE

# New York judge to rule on Andersen internecine strife

By Jim Kelly, Accountancy Correspondent

Lawyers for Andersen Consulting have told a New York federal judge that it is the victim of "naked hardball" tactics in its bitter public dispute with its sister firm, accountants Arthur Andersen, which are designed to force it to sue for peace rather than have its case heard by international arbitration.

Judge John Koeltl is expected to rule within a week on whether to grant Andersen Consulting an injunction against a resolution passed by the board of Andersen Worldwide - the organisation's umbrella body controlled by Arthur Andersen.

Barry Ostrager, attorney for Andersen Consulting, said the resolution was a "lawless exercise" designed to "hijack" the organisation and effectively to preclude the decision of the court of arbitration at the International Chambers of Commerce in Paris.

The two firms, separate businesses under the "Andersen Worldwide" umbrella, are locked in a dispute over competition in management consulting, governance and cross-subsidies.

Mr Ostrager quoted a memo in which

Jim Wadia, head of Arthur Andersen, warned that as a result of the resolution, Andersen Worldwide could terminate all its relationships with the consulting business.

While Andersen Consulting is seeking to dissolve the relationship, it is understood that it was effectively thrown out by Andersen Worldwide. It fears it would be on terms that could include large financial penalties and continued payments of income subsidy to Arthur Andersen.

However, attorneys for both Arthur Andersen and Andersen Worldwide insisted they had not threatened to end the relationship with Andersen Consulting.

Sheldon Raab, for Andersen Worldwide, said the board's recommendation would function only as a "recommendation" to Mr Bob Grafton - Andersen Worldwide's managing partner - who had opposed the resolution. Andersen Worldwide said it wanted the dispute resolved through arbitration. "In short, Andersen Worldwide will function just as if the resolution had not been passed," Mr Raab said.

For Arthur Andersen, James Quinn said there was nothing nefarious about

the Wadia memo, which had been intended to point out what the board had done and its implications. "It was meant to be informational," he said.

Andersen Worldwide and Arthur Andersen said complaints from the consulting business that its future would be jeopardised if it were kicked out of the organisation were difficult to believe, as it was itself seeking a dissolution of its ties with Andersen Worldwide from the international court of arbitration.

Andersen Consulting said its business would be in danger because it would be deprived of Andersen Worldwide's global infrastructure - including some computer systems, tax structure, operations handling procurement and employee matters. Mr Ostrager claimed this was an unfair way of forcing Andersen Consulting to go along with Andersen Worldwide's terms for an agreement.

Mr Quinn said Andersen Consulting's fears were "a little bit absurd" after its own decision to go to arbitration. Mr Raab said they had been seeking a divorce all along. "They can hardly claim now to be terrified by that prospect."

# Failed merger clears way for Price Waterhouse, Coopers

Price Waterhouse and Coopers & Lybrand have won regulatory clearance for their planned global merger from competition authorities in South Africa, New Zealand and Poland - the first clear signals that concerns over consolidation may be lifting after the collapse of the rival merger planned by KPMG and Ernst & Young.

Regulators in the European Union and the US have begun investigations into the mergers and KPMG and E&Y claimed they had to abandon their deal in the face of growing scrutiny from Washington and Brussels - but also increasing interest in Canada, Australia, Switzerland and Japan.

While investigations into the PW and Coopers' merger are to continue, there have also been signals that the serious concerns expressed by Karel Van Miert, the European Commission's competition commissioner, may have been significantly reduced after the collapse of the KPMG-E&Y deal.

The commission's merger task-force was last week questioning professional bodies in Brussels about the possibility that the mergers would lead to the Big Six firms effectively controlling the current patchwork of self-regulation which covers auditing in Europe.

Observers reported that while the commission's officials are still investigating the issue of "regulatory capture" they have been reassured by most of the regulatory authorities that there is



Colin Sharman, KPMG chairman: rapid change now possible

no such risk - although they are concerned at the lack of co-operation from some national professional bodies.

KPMG, meanwhile, is preparing to relaunch its business after the collapse of the E&Y merger. It plans to build a new international management structure alongside a global funding vehicle and raise up to \$200m in debt finance.

Colin Sharman, chairman, said rapid change was now possible with the impetus from the merger talks. "You need a catalyst. Otherwise this would have taken us a long time."

The merger was designed to create a huge global player in the professional services sector. Mr Sharman said it was now possible for

KPMG to achieve its goals outside a combination with another Big Six firm.

He said he hoped the new structure would be ratified by KPMG's global board in May and implementation would start in June - although he admitted there was some resistance within KPMG's current structure of strong national firms.

A new management structure was proposed to weld KPMG together on a global basis. A chief executive would be appointed for the global business with six senior executive partners. Mr Sharman would remain chairman. Regional executive partners would have a bigger role.

Other Big Six firms have always portrayed KPMG as one of the least integrated in the sector, characterising it as a loosely linked federation. Mr Sharman said he was determined to use the merger failure to bring change to KPMG.

A global funding vehicle would concentrate ownership of intellectual capital - such as the brand name, data bases, and methodologies. Partners around the world would cede control of the capital to the vehicle in return for equity. The vehicle would hold a "golden share" in each national firm.

KPMG was now confident it would be able to raise debt finance to replace the investment pool which would have been created by the merger. This would back development of practices in areas such as eastern Europe and new information-technology systems for the global organisation. "We are quite confident we can get there by another route."

One big driver behind the merger was the need to protect KPMG's US practice - the smallest in the Big Six - against the proposed merger of Price Waterhouse and Coopers & Lybrand. Mr Sharman said the US practice would be able to thrive without the merger thanks to strong organic growth.

He forecast outstanding revenue increases - of 50 per cent for consulting services, for example. "I am confident we can get to number three quickly," he said.

Jim Kelly

# CLT-UFA sells TPS stake

By Neil Buckley in Brussels

CLT-UFA, Europe's biggest television and radio broadcaster, is selling its 20 per cent direct stake in TPS, the fast-growing French satellite TV service, to two other French co-shareholders in the venture, Suez Lyonnaise des Eaux and M6.

Suez Lyonnaise, the utility group formed by last year's merger of Compagnie Suez and Lyonnaise des Eaux, is acquiring 15 per cent, and M6, the commercial TV group, 5 per cent, increasing the share of each in TPS to 25 per cent.

Growth at TPS has outstripped expectations, reaching 360,000 subscribers by the end of 1997, when it was

valued at FF3.6bn (\$585m) - or FF10,000 per subscriber. The Luxembourg-based CLT-UFA's proceeds from the sale, FF1395m, take into account debt financing and the discount on the sale of a minority stake.

The disposal leaves CLT-UFA's developing digital pay-TV interests focused more clearly on the German market, where it plans to develop the Premiere joint venture with the Kirch group. The Luxembourg broadcaster has interests in 21 other TV stations, the majority of them free-to-air, and 22 radio stations, in nine European countries.

Analysts had been surprised that no announcement on selling the TPS

stake was made after a CLT-UFA board meeting last Thursday, in spite of widespread speculation about such an announcement.

Executives said after the meeting that CLT-UFA had had talks with several parties over selling the stake. One option, a sale to Canal Satellite, the rival French digital satellite group, had not been possible because of lack of agreement by TPS's other shareholders.

European Union competition authorities had also expressed concern over a possible link-up of France's competing digital services. Brussels is already probing the competition implications of CLT-UFA's Premiere venture with Kirch.

# N Zealand newspaper group up

By Terry Hall in Wellington

Robust circulation gains in New Zealand helped offset subdued advertising for Independent Newspapers Ltd, which achieved a 10 per cent rise in net profit to NZ\$28.8m (US\$16.6m) in the six months to December 31.

INL owns The Dominion in Wellington, the first newspaper outside Australia to be targeted by Rupert Murdoch in 1965.

News Corporation now controls 51 per cent of INL, which owns newspapers in Australia and the US and recently acquired 49 per cent of New Zealand-based pay-TV company Sky TV.

Sir Colin Maiden, chairman, said directors expect similar trading in the second half while the outlook for the New Zealand economy remained uncertain. The group's New Zealand newspapers lifted revenue from NZ\$47.04m to NZ\$52.16m, in spite of a 5 per cent fall in advertising volumes.

Australasian newspaper, magazine and book distributor Gordon and Gotch - which has been a heavy drain on earnings - benefited from the latest restructuring, lifting profits by 19 per cent and doubled total earnings to NZ\$39m.

US newspapers recovered from a loss of NZ\$1.09m to a profit of NZ\$1.07m. The New Zealand magazine group achieved substantial rises in circulation. An unchanged interim dividend of 11 cents a share will be paid.

# Gulf Canada in disposals

By Scott Morrison in Toronto

Gulf Canada Resources is to sell its UK assets and spin off parts of its western Canadian natural gas pipelines in an attempt to raise about C\$300m (US\$190m) as part of a strategy to lower its C\$2.5bn of long-term debt. The company also said 1997 earnings rose sharply.

Gulf's announcement follows the appointment two weeks ago of chief executive of 22-year Gulf veteran Dick Auchinleck, who identified debt reduction as his priority. Under former chief executive J.P. Bryan, the company issued C\$1.5bn in long-term debt last year, and spent C\$1.1bn on exploration and development and

C\$1.9bn on acquisitions, including Clyde Petroleum, the UK group, and Canada's Stampeder Exploration.

The company said it would sell four non-operating oil fields in the UK's North Sea that are budgeted to produce 19,000 b/d in 1998, as well as two other projects under development and exploration licences totalling 500,000 acres. Gulf's Netherlands holdings will not be part of the transactions.

In Canada, Gulf plans to create an infrastructure trust that will sell a portion of its natural gas transmission and processing facilities and monetise third-party processing revenues. The company said it would also sell C\$150m of non-producing assets in the US and Canada,

but added that it would proceed with plans for nearly C\$1bn of capital expenditures in 1998.

The company said it aimed to reduce debt to about 2.5 times cash-flow within the next 12 months. Gulf's debt is currently equal to 4.4 times cash-flow. Analysts, who were growing concerned about Gulf's debt load, applauded the company's initiative. Mr Auchinleck said the repayment programme would help his company achieve an investment grade credit rating.

Meanwhile, Gulf Canada said its initial public offering of 25 million shares enabled it to post 1997 earnings of C\$204m, or 62 cents a share, up from C\$37m, or 3 cents, in 1996.



# SMH Swiss Corporation for Microelectronics and Watchmaking Industries Ltd, Biel

## Repurchase of own shares

for the purpose of a capital reduction

SMH Swiss Corporation for Microelectronics and Watchmaking Industries Ltd, Biel (hereinafter SMH), is launching a share repurchase programme and plans, in a first tranche, to repurchase its own shares up to ten percent of the share capital (equivalent to approximately CHF 600 million at the current market capitalisation). This decision was taken at a meeting of the Board of Directors on 18 February 1998. A corresponding capital reduction to the amount of the repurchase will be submitted to the General Meeting of Shareholders of 24 June 1998 for approval. The share repurchase programme underlines SMH's determination to continually and actively manage its capital base. The proposed share repurchase programme will include both bearer shares with a nominal value of CHF 50 each and registered shares with a nominal value of CHF 10 each, each in equal numbers and thus in proportion to their respective nominal values.

## Second line of trading on the Swiss Stock Exchange

As part of the share repurchase programme announced by SMH, a second line of trading in SMH bearer and registered shares will be opened up on the Swiss Stock Exchange. Only SMH may purchase shares in this second line (via the bank mandated to execute the share repurchase), thus acquiring its own shares for the purpose of the subsequent capital reduction. Ordinary trading in SMH bearer and registered shares under securities numbers 080 045 and 080 044 respectively will not be affected by this second line of trading and will continue as normal. SMH shareholders wishing to sell shares thus have two choices, either to sell SMH bearer and registered shares in normal trading, or to make the shares available to SMH in the second line of trading for the purpose of the subsequent capital reduction. SMH is not obliged to buy every one of its own shares offered in the second line of trading, but will assess market conditions before making such purchases.

Sales of shares in the second line will attract Swiss federal withholding tax at a rate of 35% of the difference between the repurchase price of the SMH bearer and/or registered shares and their nominal value. This will be deducted from the repurchase price (= net price).

Repurchase price	The repurchase price, or price of SMH bearer and/or registered shares traded in the second line, will be based on the price of SMH bearer and/or registered shares traded in the principal line of trading.
Payment of net price and delivery of securities	Conditions of trade in the second line are the same as for normal stock exchange trading. Payment of the net price (repurchase price minus withholding tax on the difference between the repurchase price of the shares and their nominal value) and delivery of the SMH bearer and/or registered shares thus occurs, as is customary, on the third trading day after the transaction.
Mandated bank	SMH has mandated Credit Suisse First Boston, Zurich, to execute the share repurchase. Credit Suisse First Boston will be the sole stock exchange member offering bid prices on behalf of SMH in the second line of trading.
Sale in the second line	Shareholders wishing to sell should refer to their bank or to the bank mandated with the transaction, namely Credit Suisse First Boston, Zurich.
Quotation	Bearer and registered shares of SMH will be quoted for the second line of trading from 23 February 1998 in the main sector of the Swiss Stock Exchange.
Statutory stock market obligation	In accordance with the Swiss Stock Exchange ruling in this respect, all second line trading without exception is to be carried out on the stock exchange; over-the-counter trading is not permitted.
Tax	As far as federal withholding tax and direct tax are concerned, the repurchase of own shares for the purpose of a capital reduction is treated as a partial liquidation of the company making the repurchase. The implications of this for shareholders selling their shares are detailed below.

- Withholding tax**  
Swiss federal withholding tax amounts to 35% of the difference between the repurchase price of the shares and their nominal value. The company making the repurchase, or the bank it has mandated, will deduct tax from the repurchase price for payment to the Federal Tax Administration.  
Shareholders domiciled in Switzerland are entitled to reimbursement of the withholding tax if they are beneficial owners of the shares at the time they are surrendered (Art. 21, para. 1a of the Withholding Tax Law). Shareholders domiciled outside Switzerland may claim back the tax in accordance with any applicable double taxation agreements.
- Stamp duty**  
The repurchase of own shares for the purpose of a capital reduction does not attract stamp duty (however, the stock exchange fee and Federal Banking Commission duty of 0.01% will apply).
- Direct tax**  
The following applies to the levying of direct federal tax. Cantonal and municipal taxation procedures are, as a rule, the same as for federal tax.
  - Shares held as private assets**  
For shares repurchased by the company, the difference between the repurchase price and the nominal value of the shares constitutes taxable income (nominal value principle).
  - Shares held as corporate assets**  
For shares repurchased by the company, the difference between the repurchase price and the book value of the shares constitutes taxable profit.

This notice constitutes neither a quotation notice as defined by the Swiss Stock Exchange's quotation regulations, nor an issue prospectus as defined in Art. 652a and 1156 of the Swiss Code of Obligations.

Zurich, 23 February 1998 The bank mandated to execute the transaction:

## Credit Suisse First Boston

SMH bearer shares with a nominal value of CHF 50 each	Securities no. 080 045	ISIN: CH 000 080 045 5
SMH bearer shares with a nominal value of CHF 50 each (share repurchase, second line)	Securities no. 853 647	ISIN: CH 000 853 647 3
SMH registered shares with a nominal value of CHF 10 each	Securities no. 080 044	ISIN: CH 000 080 044 8
SMH registered shares with a nominal value of CHF 10 each (share repurchase, second line)	Securities no. 853 646	ISIN: CH 000 853 646 5





**TOKYO** By Gillian Tett

Another key issue will be the government's plans to help banks expand their capital bases by using public money to purchase preference shares. The committee to decide which banks will receive the cash will hold its first meeting today and if it issues any hint that the scheme will be wide-ranging, this could support many banking stocks.

## Compiled by Jeffrey Brown

After Thursday's Budget,

VALUE	COMMENT
\$3.52bn	Cash + debt deal









## LONDON SHARE SERVICE

## ALCOHOLIC BEVERAGES

Share	Price	Change
AB InBev	10.50	0.00
Carlsberg	10.50	0.00
Heineken	10.50	0.00
Interbrew	10.50	0.00
Kaiser	10.50	0.00
Miller	10.50	0.00
Orkla	10.50	0.00
Reckitt Benckiser	10.50	0.00
Tenneco	10.50	0.00
Unilever	10.50	0.00

## BANKS, RETAIL

Share	Price	Change
Barclays	10.50	0.00
HSBC	10.50	0.00
London City	10.50	0.00
Midland	10.50	0.00
NatWest	10.50	0.00
Paragon	10.50	0.00
Prudential	10.50	0.00
Reckitt Benckiser	10.50	0.00
Tenneco	10.50	0.00
Unilever	10.50	0.00

## BREWERIES, PUBS &amp; REST

Share	Price	Change
AB InBev	10.50	0.00
Carlsberg	10.50	0.00
Heineken	10.50	0.00
Interbrew	10.50	0.00
Kaiser	10.50	0.00
Miller	10.50	0.00
Orkla	10.50	0.00
Reckitt Benckiser	10.50	0.00
Tenneco	10.50	0.00
Unilever	10.50	0.00

## BUILDING MATS. &amp; MERCHANTS

Share	Price	Change
AB InBev	10.50	0.00
Carlsberg	10.50	0.00
Heineken	10.50	0.00
Interbrew	10.50	0.00
Kaiser	10.50	0.00
Miller	10.50	0.00
Orkla	10.50	0.00
Reckitt Benckiser	10.50	0.00
Tenneco	10.50	0.00
Unilever	10.50	0.00

## CHEMICALS

Share	Price	Change
AB InBev	10.50	0.00
Carlsberg	10.50	0.00
Heineken	10.50	0.00
Interbrew	10.50	0.00
Kaiser	10.50	0.00
Miller	10.50	0.00
Orkla	10.50	0.00
Reckitt Benckiser	10.50	0.00
Tenneco	10.50	0.00
Unilever	10.50	0.00

## CONSTRUCTION

Share	Price	Change
AB InBev	10.50	0.00
Carlsberg	10.50	0.00
Heineken	10.50	0.00
Interbrew	10.50	0.00
Kaiser	10.50	0.00
Miller	10.50	0.00
Orkla	10.50	0.00
Reckitt Benckiser	10.50	0.00
Tenneco	10.50	0.00
Unilever	10.50	0.00

## CONSTRUCTION - Cont.

Share	Price	Change
AB InBev	10.50	0.00
Carlsberg	10.50	0.00
Heineken	10.50	0.00
Interbrew	10.50	0.00
Kaiser	10.50	0.00
Miller	10.50	0.00
Orkla	10.50	0.00
Reckitt Benckiser	10.50	0.00
Tenneco	10.50	0.00
Unilever	10.50	0.00

## DISTRIBUTORS

Share	Price	Change
AB InBev	10.50	0.00
Carlsberg	10.50	0.00
Heineken	10.50	0.00
Interbrew	10.50	0.00
Kaiser	10.50	0.00
Miller	10.50	0.00
Orkla	10.50	0.00
Reckitt Benckiser	10.50	0.00
Tenneco	10.50	0.00
Unilever	10.50	0.00

## DIVERSIFIED INDUSTRIALS

Share	Price	Change
AB InBev	10.50	0.00
Carlsberg	10.50	0.00
Heineken	10.50	0.00
Interbrew	10.50	0.00
Kaiser	10.50	0.00
Miller	10.50	0.00
Orkla	10.50	0.00
Reckitt Benckiser	10.50	0.00
Tenneco	10.50	0.00
Unilever	10.50	0.00

## ELECTRICITY

Share	Price	Change
AB InBev	10.50	0.00
Carlsberg	10.50	0.00
Heineken	10.50	0.00
Interbrew	10.50	0.00
Kaiser	10.50	0.00
Miller	10.50	0.00
Orkla	10.50	0.00
Reckitt Benckiser	10.50	0.00
Tenneco	10.50	0.00
Unilever	10.50	0.00

## ELECTRONIC &amp; ELECTRICAL EQPT

Share	Price	Change
AB InBev	10.50	0.00
Carlsberg	10.50	0.00
Heineken	10.50	0.00
Interbrew	10.50	0.00
Kaiser	10.50	0.00
Miller	10.50	0.00
Orkla	10.50	0.00
Reckitt Benckiser	10.50	0.00
Tenneco	10.50	0.00
Unilever	10.50	0.00

## ENGINEERING

Share	Price	Change
AB InBev	10.50	0.00
Carlsberg	10.50	0.00
Heineken	10.50	0.00
Interbrew	10.50	0.00
Kaiser	10.50	0.00
Miller	10.50	0.00
Orkla	10.50	0.00
Reckitt Benckiser	10.50	0.00
Tenneco	10.50	0.00
Unilever	10.50	0.00

## ENGINEERING - Cont.

Share	Price	Change
AB InBev	10.50	0.00
Carlsberg	10.50	0.00
Heineken	10.50	0.00
Interbrew	10.50	0.00
Kaiser	10.50	0.00
Miller	10.50	0.00
Orkla	10.50	0.00
Reckitt Benckiser	10.50	0.00
Tenneco	10.50	0.00
Unilever	10.50	0.00

## EXTRACTIVE INDUSTRIES

Share	Price	Change
AB InBev	10.50	0.00
Carlsberg	10.50	0.00
Heineken	10.50	0.00
Interbrew	10.50	0.00
Kaiser	10.50	0.00
Miller	10.50	0.00
Orkla	10.50	0.00
Reckitt Benckiser	10.50	0.00
Tenneco	10.50	0.00
Unilever	10.50	0.00

## EXTRACTIVE INDUSTRIES - Cont.

Share	Price	Change
AB InBev	10.50	0.00
Carlsberg	10.50	0.00
Heineken	10.50	0.00
Interbrew	10.50	0.00
Kaiser	10.50	0.00
Miller	10.50	0.00
Orkla	10.50	0.00
Reckitt Benckiser	10.50	0.00
Tenneco	10.50	0.00
Unilever	10.50	0.00

## FOOD PRODUCERS

Share	Price	Change
AB InBev	10.50	0.00
Carlsberg	10.50	0.00
Heineken	10.50	0.00
Interbrew	10.50	0.00
Kaiser	10.50	0.00
Miller	10.50	0.00
Orkla	10.50	0.00
Reckitt Benckiser	10.50	0.00
Tenneco	10.50	0.00
Unilever	10.50	0.00

## GAS DISTRIBUTION

Share	Price	Change
AB InBev	10.50	0.00
Carlsberg	10.50	0.00
Heineken	10.50	0.00
Interbrew	10.50	0.00
Kaiser	10.50	0.00
Miller	10.50	0.00
Orkla	10.50	0.00
Reckitt Benckiser	10.50	0.00
Tenneco	10.50	0.00
Unilever	10.50	0.00

## HEALTH CARE

Share	Price	Change
AB InBev	10.50	0.00
Carlsberg	10.50	0.00
Heineken	10.50	0.00
Interbrew	10.50	0.00
Kaiser	10.50	0.00
Miller	10.50	0.00
Orkla	10.50	0.00
Reckitt Benckiser	10.50	0.00
Tenneco	10.50	0.00
Unilever	10.50	0.00

## HOUSEHOLD GOODS &amp; TEXT - Cont.

Share	Price	Change
AB InBev	10.50	0.00
Carlsberg	10.50	0.00
Heineken	10.50	0.00
Interbrew	10.50	0.00
Kaiser	10.50	0.00
Miller	10.50	0.00
Orkla	10.50	0.00
Reckitt Benckiser	10.50	0.00
Tenneco	10.50	0.00
Unilever	10.50	0.00

## INSURANCE

Share	Price	Change
AB InBev	10.50	0.00
Carlsberg	10.50	0.00
Heineken	10.50	0.00
Interbrew	10.50	0.00
Kaiser	10.50	0.00
Miller	10.50	0.00
Orkla	10.50	0.00
Reckitt Benckiser	10.50	0.00
Tenneco	10.50	0.00
Unilever	10.50	0.00

## INVESTMENT TRUSTS

Share	Price	Change
AB InBev	10.50	0.00
Carlsberg	10.50	0.00
Heineken	10.50	0.00
Interbrew	10.50	0.00
Kaiser	10.50	0.00
Miller	10.50	0.00
Orkla	10.50	0.00
Reckitt Benckiser	10.50	0.00
Tenneco	10.50	0.00
Unilever	10.50	0.00

## INVESTMENT TRUSTS - Cont.

Share	Price	Change
AB InBev	10.50	0.00
Carlsberg	10.50	0.00
Heineken	10.50	0.00
Interbrew	10.50	0.00
Kaiser	10.50	0.00
Miller	10.50	0.00
Orkla	10.50	0.00
Reckitt Benckiser	10.50	0.00
Tenneco	10.50	0.00
Unilever	10.50	0.00

## INVESTMENT TRUSTS

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## HOUSEHOLD GOODS &amp; TEXT - Cont.

Share	Price	Change
AB InBev	10.50	0.00
Carlsberg	10.50	0.00
Heineken	10.50	0.00
Interbrew	10.50	0.00
Kaiser	10.50	0.00
Miller	10.50	0.00
Orkla	10.50	0.00
Reckitt Benckiser	10.50	0.00
Tenneco	10.50	0.00
Unilever	10.50	0.00

## INSURANCE

Share	Price	Change
AB InBev	10.50	0.00
Carlsberg	10.50	0.00
Heineken	10.50	0.00
Interbrew	10.50	0.00
Kaiser	10.50	0.00
Miller	10.50	0.00
Orkla	10.50	0.00
Reckitt Benckiser	10.50	0.00
Tenneco	10.50	0.00
Unilever	10.50	0.00

## INVESTMENT TRUSTS

Share	Price	Change
AB InBev	10.50	0.00
Carlsberg	10.50	0.00
Heineken	10.50	0.00
Interbrew	10.50	0.00
Kaiser	10.50	0.00
Miller	10.50	0.00
Orkla	10.50	0.00
Reckitt Benckiser	10.50	0.00
Tenneco	10.50	0.00
Unilever	10.50	0.00

## INVESTMENT TRUSTS - Cont.

Share	Price	Change
AB InBev	10.50	0.00
Carlsberg	10.50	0.00
Heineken	10.50	0.00
Interbrew	10.50	0.00
Kaiser	10.50	0.00
Miller	10.50	0.00
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Reckitt Benckiser	10.50	0.00
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Orkla	10.50	0.00
Reckitt Benckiser	10.50	0.00
Tenneco	10.50	











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FT/SP&P ACTUARIES WORLDWIDE INDICES

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NATIONAL AND REGIONAL MARKET INDICES

FRIDAY FEBRUARY 20 1998

US	%chg	Pound	Yen	DM	Local	Local %	Gross	US	Pound	Yen	DM	Local	Local %	Gross		
Dollar	Index	Index	Index	Index	Index	Index	Index	Dollar	Index	Index	Index	Index	Index	Index		
31/12/97								31/12/97								
Australia (73)	205.97	186.64	165.07	195.06	203.58	-0.3	5.74	208.12	188.74	156.36	197.39	204.77	243.87	190.56	220.09	
Canada (29)	157.61	153.20	141.90	167.93	187.23	-0.1	7.74	200.07	184.14	159.91	185.75	189.62	213.59	175.14	183.12	
France (26)	251.17	223.49	202.58	236.92	230.32	-0.1	2.68	277.48	258.96	221.78	237.17	257.50	282.44	257.73	230.53	
Germany (28)	277.10	241.00	218.10	230.98	244.87	-0.1	1.73	293.50	269.84	235.03	219.58	281.09	322.58	284.74	232.58	
Italy (23)	238.30	-2.2	211.00	200.15	220.15	-0.8	1.88	238.30	-2.2	211.00	200.15	220.15	-0.8	1.88	238.30	
Japan (107)	222.28	47	201.97	178.24	203.15	-0.3	1.24	222.28	47	201.97	178.24	203.15	-0.3	1.24	222.28	
Netherlands (18)	460.07	406.00	370.55	435.75	434.47	-0.3	1.24	460.07	406.00	370.55	435.75	434.47	-0.3	1.24	460.07	
Denmark (42)	338.76	21.6	306.97	273.24	320.85	23.5	2.00	338.76	21.6	306.97	273.24	320.85	23.5	2.00	338.76	
Sweden (33)	243.61	5.9	229.40	204.12	229.78	24.58	7.4	229.40	204.12	229.78	24.58	7.4	229.40	204.12	229.78	
Spain (43)	246.16	-4.6	223.47	204.12	229.78	24.58	7.4	223.47	204.12	229.78	24.58	7.4	223.47	204.12	229.78	
Finland (29)	246.16	-4.6	223.47	204.12	229.78	24.58	7.4	223.47	204.12	229.78	24.58	7.4	223.47	204.12	229.78	
Hong Kong, China (68)	46.82	-24.9	44.96	40.01	45.89	26.51	28.4	46.82	-24.9	44.96	40.01	45.89	26.51	28.4	46.82	
India (107)	468.77	16.2	422.96	376.35	442.20	48.97	21.2	468.77	16.2	422.96	376.35	442.20	48.97	21.2	468.77	
Indonesia (16)	131.28	11.84	124.22	115.32	125.10	8.2	0.96	131.28	11.84	124.22	115.32	125.10	8.2	0.96	131.28	
Israel (54)	102.87	8.8	93.22	87.05	97.49	92.95	5.8	102.87	8.8	93.22	87.05	97.49	92.95	5.8	102.87	
Italy (23)	216.09	31.4	195.81	174.23	204.68	31.92	27.0	216.09	31.4	195.81	174.23	204.68	31.92	27.0	216.09	
Japan (107)	1518.41	-15.8	1375.51	1224.27	1438.12	14.90	-10.3	1518.41	-15.8	1375.51	1224.27	1438.12	14.90	-10.3	1518.41	
Netherlands (18)	436.68	0.9	395.59	368.78	403.19	7.8	2.16	436.68	0.9	395.59	368.78	403.19	7.8	2.16	436.68	
New Zealand (14)	76.57	-0.7	72.78	61.17	71.85	89.72	-0.2	4.44	76.57	-0.7	72.78	61.17	71.85	89.72	-0.2	4.44
Norway (10)	100.44	-0.7	97.24	84.38	95.78	89.72	-0.2	4.44	100.44	-0.7	97.24	84.38	95.78	89.72	-0.2	4.44
Portugal (2)	90.64	14.3	82.14	73.09	85.85	18.20	15.1	90.64	14.3	82.14	73.09	85.85	18.20	15.1	90.64	
South Africa (42)	218.42	-4.2	195.46	173.92	204.34	30.03	-3.1	204.34	195.46	173.92	204.34	30.03	-3.1	204.34	195.46	
Spain (43)	218.42	-4.2	195.46	173.92	204.34	30.03	-3.1	204.34	195.46	173.92	204.34	30.03	-3.1	204.34	195.46	
Sweden (33)	218.42	-4.2	195.46	173.92	204.34	30.03	-3.1	204.34	195.46	173.92	204.34	30.03	-3.1	204.34	195.46	
Switzerland (33)	218.42	-4.2	195.46	173.92	204.34	30.03	-3.1	204.34	195.46	173.92	204.34	30.03	-3.1	204.34	195.46	
United Kingdom (213)	355.72	10.2	328.79	297.47	348.58	31.19	2.88	355.72	10.2	328.79	297.47	348.58	31.19	2.88	355.72	
USA (538)	422.44	6.2	382.79	340.10	422.44	6.6	1.40	422.44	6.2	382.79	340.10	422.44	6.6	1.40	422.44	
Australia (618)	392.38	6.2	348.03	308.31	392.38	6.2	1.51	392.38	6.2	348.03	308.31	392.38	6.2	1.51	392.38	
Canada (149)	315.65	6.2	286.03	254.51	315.65	6.2	1.51	315.65	6.2	286.03	254.51	315.65	6.2	1.51	315.65	
France (77)	7.4	401.34	357.11	419.49	491.08	4.5	1.78	423.03	400.67	353.30	419.23	480.84	484.93	395.77	378.39	
Germany (149)	102.64	10.2	90.16	106.73	92.08	9.4	1.60	118.02	106.73	92.08	9.4	1.60	118.02	106.73	92.08	
Italy (87)	102.64	10.2	90.16	106.73	92.08	9.4	1.60	118.02	106.73	92.08	9.4	1.60	118.02	106.73	92.08	
Japan (87)	102.64	10.2	90.16	106.73	92.08	9.4	1.60	118.02	106.73	92.08	9.4	1.60	118.02	106.73	92.08	
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Japan (87)	102.64	10.														

	SALES	3.81	-1.65	1.74	4.90	4.3	14.9	FBI/DOJ CTR	47 + 35	47 27.35
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the 1990s, the number of people in the world who are under 15 years of age is expected to increase from 1.1 billion to 1.5 billion. The number of people aged 65 and over is expected to increase from 200 million to 400 million. The number of people aged 15 and over is expected to increase from 3.5 billion to 4.5 billion. The number of people aged 15 and over is expected to increase from 3.5 billion to 4.5 billion. The number of people aged 15 and over is expected to increase from 3.5 billion to 4.5 billion.

\* Set Feb 14; Taiwan Weighted Price (cc) Korea Comp Ex 484.12, 55 Montreal, † Toronto, ‡ Closed, § Unavailable, ¶ XETRA-DAX after-hours index: Feb 20 4553.03 -1.05, † Correction, \* Calculated at 15:00 GMT, ‡ Excluding bonds, § Industrial, plus Utilities, Financial and Transportation, † The DJ Ind. Index theoretical day's highs and lows are the averages of the higher and lowest prices reached during the day by each stock; whereas the actual day's highs and lows represent the highest and lowest values that the index has reached during the day. (The figures in brackets are previous day's). ¶ Subject to official recalculation, ‡ Yields and P/E ratios are based on Cassamano Total Market Index, † Midcassco.

**NASDAQ NATIONAL MARKET**[illegible]

*4 pm close February 20*

group





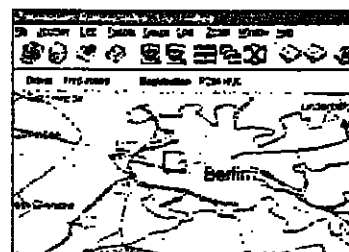


# FT auto

FINANCIAL TIMES REVIEW OF THE AUTOMOTIVE INDUSTRY

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Production editor: Ian MacDonald Design: Philip Hunt



## South Korean ambitions to be a world force may now depend on investment from abroad, says Haig Simonian Bright hopes are shattered by turmoil

Less than a year ago, first-time visitors to a South Korean carmaker could look forward to an introductory video extolling the company's size, its parent group's activities from cookies to computers, and its founder's wisdom and energy.

The presentation, as predictable as the bland furnishings in the VIP conference room where it would be screened, would also have trumpeted the company's ambitions to become one of the world's top 10 vehicle makers by early next century. The slogans might differ, but the words "vision" and "2000" would be ubiquitous.

Even the strategies for getting there were identical: growth in the (protected) domestic market from ultra-modern new factories on reclaimed land near some convenient waterfront; spiralling exports to established car markets such as Europe and the US; and expansion into new markets, such as India or eastern Europe, usually through local assembly operations to circumvent tariff barriers.

To a large extent, the ambitions came true. After gaining 40 per cent of the home market, Hyundai Motor, Korea's biggest carmaker, revved up its exports while expanding into markets such as India and Turkey with new factories.

Daewoo, its smaller but more ambitious rival, was more daring: it bought decrepit

car makers in the former communist bloc to gain instant market share.

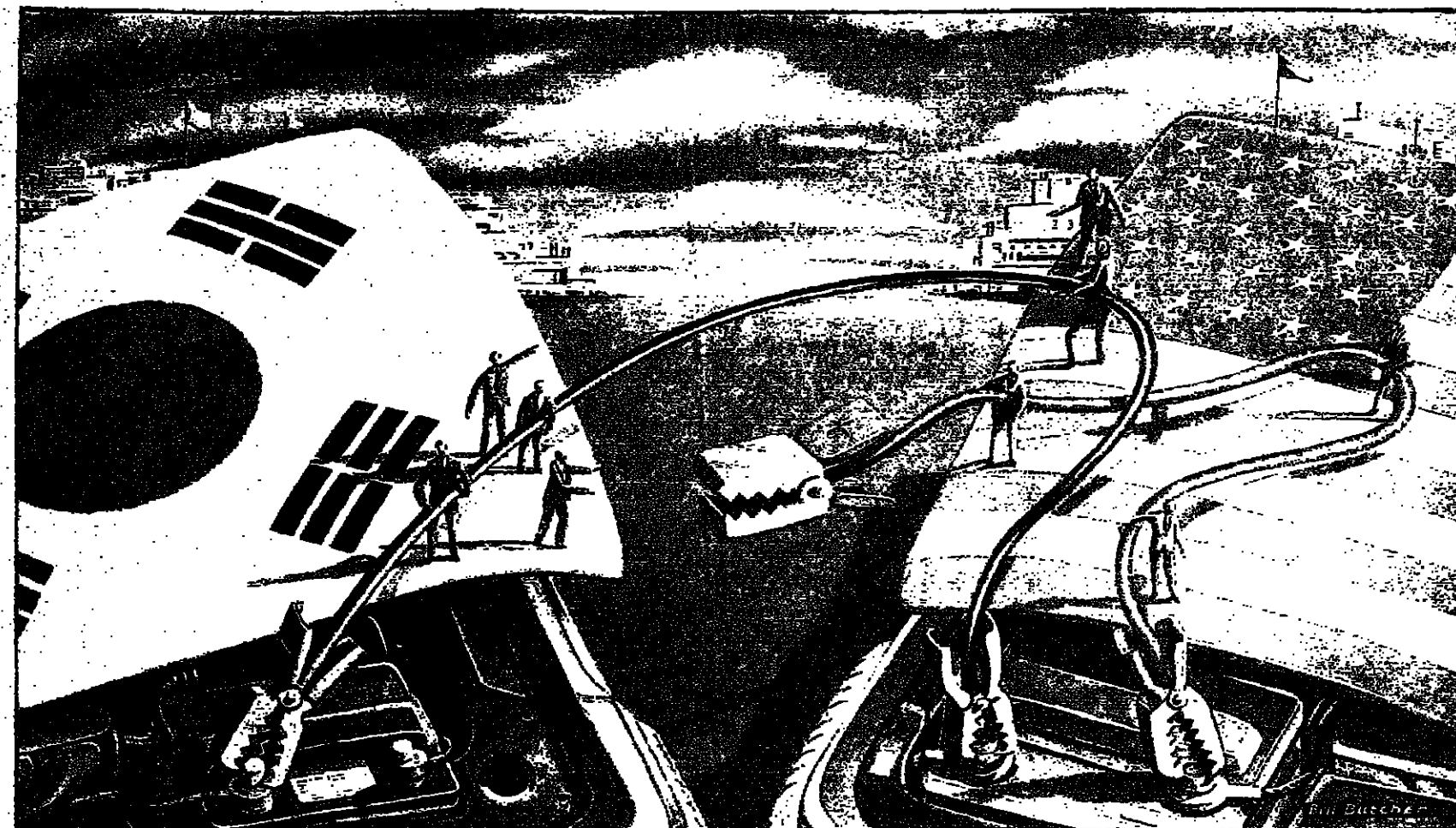
At home, it worked day and night to develop new products to disguise its humble origins as a joint venture with General Motors until a bitter divorce in 1992. Where others might have launched one new car, Daewoo introduced three at once.

Even Kia, formerly second and now third to Hyundai in the domestic market, did not lack chutzpah. Although not part of an industrial conglomerate like its rivals, the company still thought nothing of helping to establish Indonesia's "national" carmaker or setting up assembly operations in a former dockyard in the Russian enclave of Kaliningrad.

Samsung, the biggest of Korea's chaebols, could not be left behind. After being rebuffed in its efforts to buy Kia, it decided to build a showcase car plant of its own.

What a difference a year makes. Samsung executives are probably asking themselves who will buy their new cars, due off the lines any day now. And even senior Daewoo managers may be wondering how long their motor industry operations will retain their independence.

The cause is the collapse in the domestic car market and the impact of a severe economic downturn on Korea's heavily indebted manufacturers. After



falling by 9 per cent to about 1.5m units last year, Mong-Gyu Chung, chairman of Hyundai Motor, expects registrations to plunge by between 25 per cent "at best" and 50 per cent "at worst" this year.

The market downturn, combined with Korea's domestic credit squeeze and foreign banks' more critical approach to lending, has prompted two questions among foreign carmakers: how severe is the crisis, and what will be its long-term effects for the motor industry?

The answer to both is: considerable. News that Daewoo is negotiating with GM on unspecified co-operation has

confirmed the severity of the situation. The two companies, partners until their ill-tempered divorce, have had frosty relations since, exacerbated by their rivalry to buy carmaking operations in Poland and Ukraine.

The tables have turned since Daewoo's success in both the foreign battles. The contents of its memorandum of understanding with GM remain secret. However, observers are speculating feverishly about what the talks may hold.

No one believes Daewoo's agreement to replace Inchcape in servicing GM cars in Korea is the end of the story. A bigger role for Delphi, GM's components

operation, is one of the safest bets. J.T. Battenberg, Delphi's boss, has made no secret of his determination to expand in Korea. Daewoo and Delphi have maintained five components joint ventures even after the split in car manufacturing with GM. Delphi may now be interested in taking control of some or all.

A bigger role for GM in Daewoo's foreign operations is also possible, although unlikely as the US group has developed alternative plans. Since losing out to Daewoo in Poland, for example, GM decided to build a new "lean" plant on a greenfield site. And the appeal of Daewoo's factories in Romania or Uzbekistan is limited.

GM's real aim is to raise its penetration in Asia, where Korea is its weakest link. So the talks with Daewoo will probably involve some form of production agreement to allow GM to use Daewoo's plants to build its own vehicles.

The financial details remain a mystery. Presumably the deal will be for cash. Having worked unsuccessfully with Daewoo in a carmaking joint venture in the past, GM is unlikely to be interested in shares - unless they come with management control.

The GM-Daewoo talks are the most far-reaching, but by no means the only, negotiations under way between western and Korean carmakers. Speculation

has centred on Kia, in which Ford owns about 18 per cent directly and through Mazda, the Japanese carmaker it controls.

Analysts have argued Ford might take control, either alone or with Samsung. Such rumours have been denied by Kia, but Samsung, meanwhile, has confirmed it is in talks with Ford, but not about Kia. The situation is now so volatile that even ideas which might once have been considered derisory command attention. Samsung might even swap its new car plant for Hyundai's semiconductor activities. Fanciful? Yes. But in South Korea's present state of affairs, it is a measure of how serious matters have become.

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## People

## Snell shows his takeover paces

It is too tempting not to rename Dick Snell, head of Federal-Mogul, *Snell*. In barely three months, the former boss of Tenneco Automotive has turned the once-troubled engine components group from a snail into a hare by pulling off two audacious takeovers, more than doubling its turnover.

Suddenly, Mr Snell's target to transform Detroit-based Federal-Mogul into a supplier with sales of \$10bn a year by 2002 no longer looks fanciful. "He's not so much fast as turbo," says a colleague.

Mr Snell, a genial 56-year-old, is more modest. "I knew I had to do it quickly. The problem for Federal-Mogul, which had slipped into the red after an ill-judged expansion into the aftermarket, was that it either had to grow or be faced with takeover, he believes.

Mr Snell opted quickly for growth. Just 11 months into the job, he launched a surprise bid for T&N, the British engine parts and friction materials group.

The two companies were not strangers: Federal-Mogul and T&N had discussed closer co-operation years back. But no one expected a takeover, and certainly not from Federal-Mogul, the smaller, and apparently weaker, party.

The T&N deal was followed last month with an agreement to buy Fel-Pro, the Chicago-based engine parts and gaskets group. While T&N added \$3bn a year in sales, Fel-Pro has brought \$500m more. Mr Snell's "Big Hairy Audacious Goal" (BHAG) of taking turnover to \$10bn looks entirely within reach.

Mr Snell says the so-called BHAG - set at a meeting of Federal-Mogul's top 150 managers last summer - was never formalised. "Research shows all great companies have over-the-horizon goals." The \$10bn was not a fixed goal: "It just raises your sights. At that point, none of us had any clue how we'd get there."

With sales this year likely to exceed \$8bn (allowing for limited disposals) Mr Snell is, however, already half way.

"It's a good first and second step," he says, implying there is plenty more in the pipeline. "We've got a lot cooking. We've laid a base to begin."

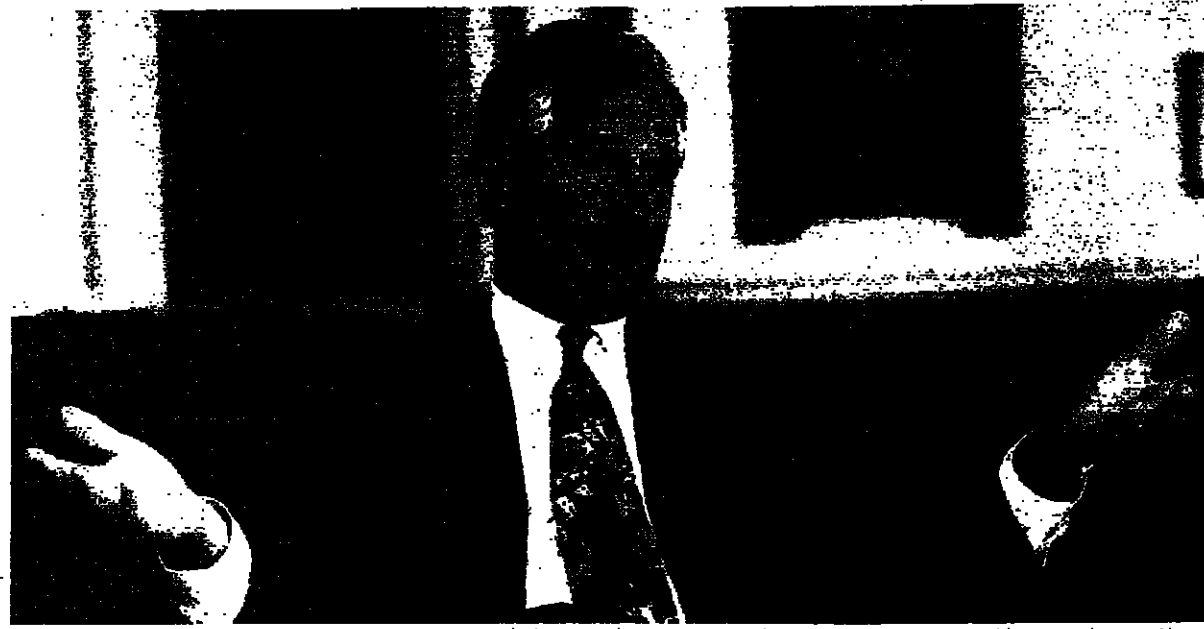
He will not reveal where Federal-Mogul would like to strike next.

One of his first moves after reversing the

disastrous aftermarket strategy was to create a team to identify potential takeovers. The group came up with "one or two dozen" names which Federal-Mogul contacted. "We didn't get thrown out," he says.

Is the next deal around the corner? Mr Snell stresses the industry's relentless shift towards systems integration from manufacturing individual parts. Federal-Mogul still has some pieces to fill in - such as valve trains - to become an entire engine systems manufacturer.

It also needs to expand some activities, such as sealings, geographically into new markets such as South America and Asia. And T&N has provided a new business in friction. "I find it very appealing. It's a big enough base on which to build."



Dick Snell: 'We've got a lot cooking. We've laid a base to begin'

Mr Snell recalls the cracking pace set at Tenneco Automotive, where he masterminded roughly one takeover a month. That may be harder now. Federal-Mogul is both smaller and poorer - especially after spending \$2.9bn on T&N and \$720 on Fel-Pro.

However, Mr Snell reckons

he should soon be able to finance another deal. So far, Federal-Mogul's takeovers have been bankrolled by stock and debt. The legal niceties meant it could not issue more shares in the US until the T&N deal was formally closed. Once that is out of the way, Federal-Mogul will probably issue between \$400m and

\$600m in new equity, probably around May. "We'll do a common stock offering to get the balance sheet back in order. That will leave us with manageable levels of debt to go forward." The aim is "to get enough equity out there to please the banks, rating agencies and bondholders, without diluting

shareholders too much". And what of the future? "We've begun a consolidation trend in the powertrain and sealings area." Potential targets, worried that rationalisation is now inevitable, have become much more amenable to talks.

Haig Simonian

## Mr BMW makes a doughty debut

Europe's carmakers have a new champion in Bernd Pischetsrieder, the genial chairman of Germany's BMW, who took over as president of the European Automobile Manufacturers' Association at the beginning of the year, writes Haig Simonian.

As one of the continent's relatively few manufacturers to own car companies in more than one EU country - BMW also has Britain's Rover under its belt - Mr Pischetsrieder is arguably better placed than most counterparts to be the figurehead for Europe's motor industry.

At his debut in Brussels, Mr Pischetsrieder's performance suggested he should be a doughty representative for the industry.

Recognising the inexorable pace of consolidation among carmakers, he emphasised European manufacturers would continue to command a seat at the top table.

But, like Alex Trotman, Ford's chairman on the other side of the Atlantic, Mr Pischetsrieder called for greater harmonisation of international technical rules and standards to avoid costly duplication. "What we now need is a globalisation of technical requirements and a worldwide commitment to unify rules and technical standards in order to avoid a waste of money and resources," he argued.

Trade and the environment were his other main themes. Mr Pischetsrieder echoed, albeit more loudly, the view of Louis Schweitzer, the Renault chairman and his predecessor at the association, that the "gentlemen's agreement" limiting Japanese car exports to Europe would not be extended.

He also seemed relatively relaxed about the big competitive edge Asian carmakers have gained following the sharp currency depreciations in the region. Japanese and Korean manufacturers would try to benefit with low-priced exports to Europe, "just as BMW, for example, did in the US".

Mr Pischetsrieder's position on environmental issues - always at the forefront in Green-minded Germany - stood out for its practicality.

While steering well away from the sometimes vehement criticisms of the environmental movement made by some predecessors, Mr Pischetsrieder was clearly no pushover for the Greens.

## BBA's thwarted Quarta will not be an idle man

Remember Bob Quarta? For a week or so in 1996 the chief executive of Britain's BBA industrial group was in every business supplement after airing ambitions to buy Lucas, the much bigger UK components group, writes Haig Simonian.

Mr Quarta has slipped to the sidelines since the proposal, which left many institutional investors uneasy, was dropped and Lucas's transatlantic merger with Vartec went ahead. The rest, as they say, is history.

But Mr Quarta has not been idle since being thwarted.

Buying Lucas would have given BBA just the sort of partner it may need to find a long-term future for its friction business.

BBA is the world's second-biggest maker of friction products, such as brake pads. Internationally, it trails Allied Signal of the US, while in Europe it is already top dog.

The problem, though, is that as automotive components move inexorably towards systems integration, a maker of friction products, no matter how big, looks exposed.

For most observers, items like disc brake pads are just commodities installed in more complex systems involving hydraulics or electronics. BBA makes plenty of pads but is absent from any of the control mechanisms that operate them.

For Mr Quarta, a

46-year-old Italo-American, friction products are much more. "Friction isn't a commodity. It's a Tier 1 operation; original equipment manufacturers stipulate which brand they'll use."

His theme is focus. Since taking the reins at BBA in 1993 he has divested a number of businesses - notably clutches - on the grounds they could not compete internationally as the motor industry consolidated.

"We didn't see the ability to develop that into a global business," he says.

Friction, by contrast, has already reached critical mass. BBA ranks second to Allied Signal worldwide, while in Europe it is number

one. Friction products should account for about 30 per cent of BBA's estimated £1.2bn sales in 1997.

Mr Quarta's aim is to expand its US business to match its strengths in Europe. BBA's previous management had already commissioned a state-of-the-art factory in Virginia to chase new opportunities.

But while they had recognised the need to be in the world's biggest vehicles market, they had not won any business there. "They built on spec," he says.

That has changed thanks to Mr Quarta's contacts (he formerly ran part of another British conglomerate, BTR). The unexpected emergence

of quality problems at some local competitors helped, as US carmakers were willing to entertain a pitch from an outsider. BBA's US offshoot is now on target for annual sales of \$100m by 2000.

But growing the US business and developing operations in South America and Asia does not remove the more fundamental question. Are friction products for the motor industry a long-term business for BBA? By just making brake pads, it risks isolation as the industry moves towards greater integration.

Mr Quarta acknowledges the trend. However, he notes that LucasVartec, Bosch and IFF - the world's three main braking groups - have so far

adopted differing approaches to integrating friction products in their systems.

His priority is to fill any geographical gaps in BBA's coverage, giving it a stronger position in any negotiations that might take place. "I want a seat at the table in any discussions with the vehicle makers," he says.

What does that say about BBA's commitment? Buying a brakesmaker is out. Lucas has gone and the other players are far too big. A sale or joint venture (through merging BBA's friction activities with a braking group) seem the only options.

"We think it would be premature to sell at the moment as there's still more value to extract," he says.

## Folz gets down to business

Jacques Calvet he is not. Compared with the showmanship of his illustrious predecessor, Jean-Martin Folz, recently installed as president of French automotive Peugeot-Citroën, group, seems positively low key, writes David Owen.

But, after a quiet start, Mr Folz, 51, has set about putting his stamp on his half of the hard-pressed French car industry with a vengeance in recent weeks.

This process began in January when the carmaker unveiled a sweeping reorganisation designed to cut costs and revitalise its two main brands. At the heart of the plans is a

reconfiguration of assembly plants, most of which are dedicated to one marque or the other. In spite of the far-reaching consequences, Mr Folz typically described the move as "an evolution that is starting" rather than a revolution.

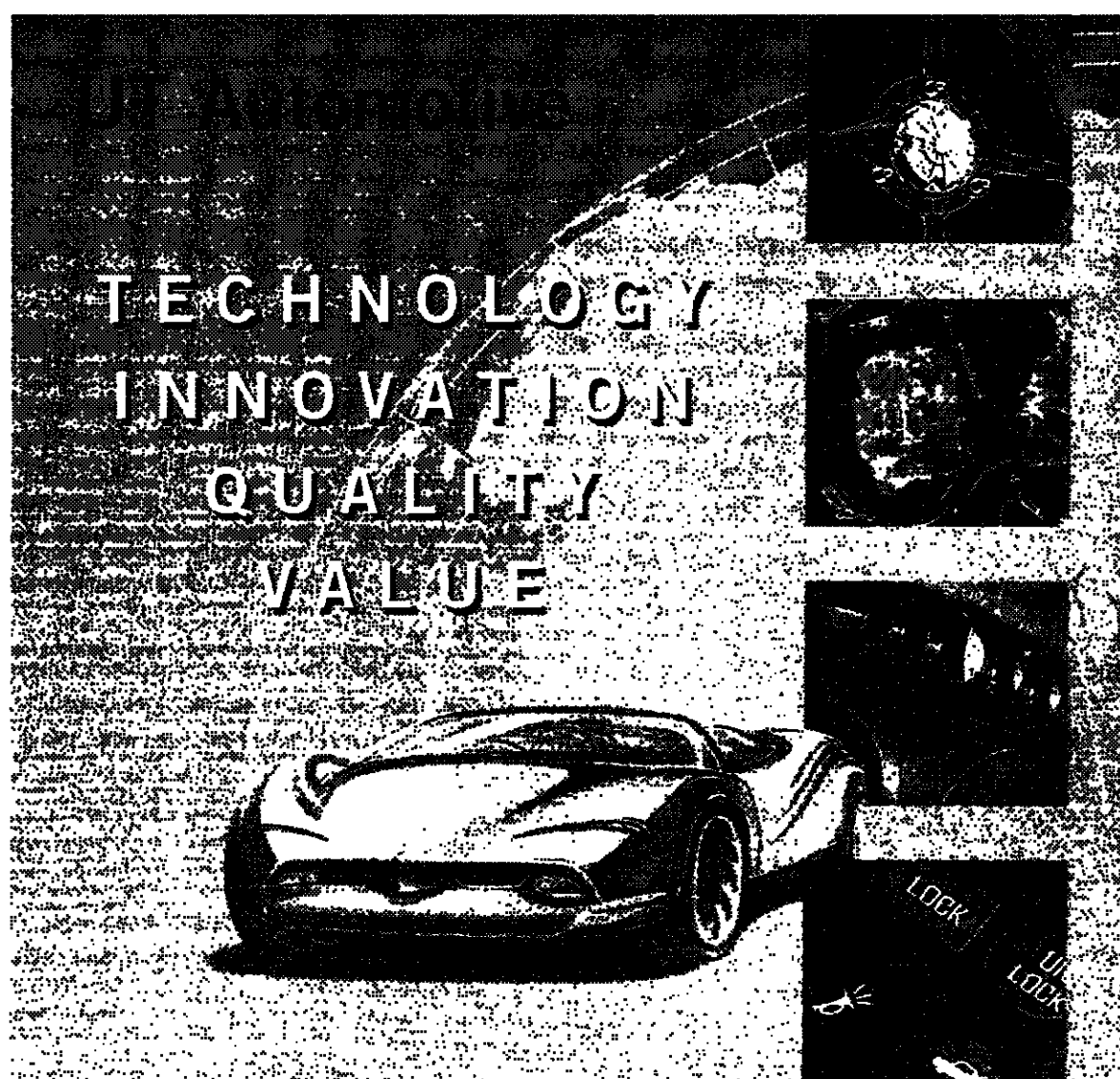
He followed this up with a trip to Brazil to sign an agreement to build a new 100,000-unit production plant that will be vital to the group's goal of selling a substantially higher proportion of its cars outside Europe.

Finally, he had the gumption to conduct a substantial cleaning up exercise - dubbed "operation vertice" - on the company's

accounts. The associated one-off charges have pushed the group deep into the red for 1997.

A reputedly indefatigable worker who oozes enthusiasm for the industrial side of his new responsibilities, Mr Folz seems exactly the type of hands-on, nitty-gritty manager Peugeot-Citroën needs at present as it seeks to improve inadequate operating margins in the face of intensifying competition.

What is not yet clear is whether he will develop Mr Calvet's unmistakable leader's aura. He will probably need it if he has ambitions for a long reign.



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The biggest draw at Geneva's motor show next month will not be mass market models, such as the new Astra from General Motors's European subsidiaries, but a car sold in infinitely fewer numbers.

After 18 years with barely a change, Rolls-Royce Motor Cars will unveil its new Rolls-Royce and Bentley saloons.

It is every schoolboy's dream to sit in a Rolls-Royce at a motor show. However, these newcomers will elicit very serious interest in view of last November's decision by the Vickers parent company to put Rolls-Royce up for sale. Analysts will be running a rule over the cars to gauge their profit potential for Rolls-Royce's future owner. Some may reconsider their view that the company is BMW's for the asking: the V8 and V12 engines and other key components are all coming from the German group.

Most visitors to the Geneva show, however, will simply be curious to see what the new models, likely to cost more than the £111,000 base level for the current range, look like.

The few "spy" photographs to have emerged suggest the new cars are lighter, sleeker



Fiat's Seicento more attractive than the Cinquecento it replaces

and less thirsty than their predecessors. Their styling echoes classic Rolls-Royce themes — rather lost on the current models — of rounded headlights and vertical front indicators, reminiscent of the penultimate range. Meanwhile, the sweeping rear harks back to even earlier models. First driving impressions should appear at the end of this month.

## Fiat fanfare

Fiat's new Seicento could hardly be more different. The successor to the Polaris-built and highly popular Cinquecento will cost a fraction of the new Rolls-Royce or Bentley, and could probably almost fit in the boot.

## Future Fords

Meanwhile, Ford is expected to try to steal some of the Astra's thunder by giving a taste of its next-generation Escort line in October. The company may try to whet customers' fancy by exhibiting a lightly-disguised "concept" car.

based on the new Escort. Some observers reckon Ford may go so far as to display a version of the car itself, just as GM did with the Astra in an attempt to thwart rival Volkswagen's new Golf launch at the Frankfurt motor show last September.

Geneva may also prove the venue where Ford will finally say whether it will retain the Escort name. After hinting Escort had passed its "sell-by date", the company's latest word is that it may be safer to keep the name after all.

Ford will also use the Geneva show to flesh out its plans to launch its up-market Lincoln brand in Europe. The company is expected to announce it will start selling Lincoln's new LS6 and LS8 six and eight-cylinder models in Europe next year.

What is definite is that Ford's stand will feature the stylish new Cougar coupe in pride of place. Revealed at Detroit as a Mercury model, the US built Cougar will be sold in Europe as a Ford and will be all but identical to the US version bar some minor styling tweaks, such as less bulbous bumpers.

Haig Simonian



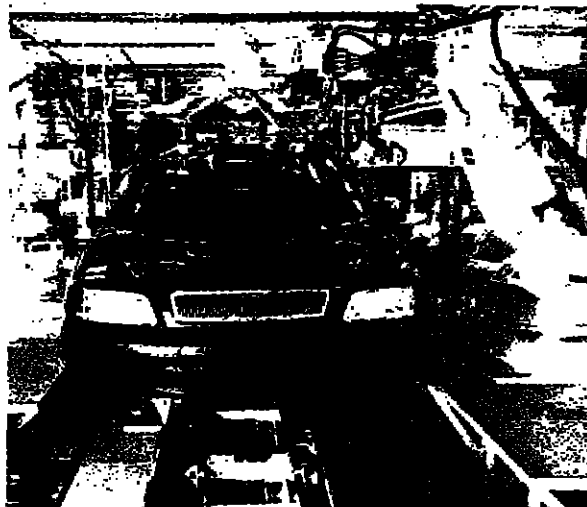
## Components

There have been many changes in the relationship between carmakers and their suppliers in recent years. On this and following pages, FT correspondents around the world report on the state of the auto components sector

### Taking shape: recent components sector deals

Date	Acquirer	Target	Price
Jan 1998	Federal Mogul (US)	Chassis parts, bearings	\$2.2bn
Jan 1998	Magna Int (Canada)	Chassis parts, bearings	\$2.2bn
Jan 1998	Chassis parts, bearings	Chassis parts, bearings	\$2.2bn
Jan 1998	Chassis parts, bearings	Chassis parts, bearings	\$2.2bn
Jan 1998	Chassis parts, bearings	Chassis parts, bearings	\$2.2bn
Dec 1997	ECIA (France)	Chassis parts, bearings	\$2.2bn
Dec 1997	Chassis parts, bearings	Chassis parts, bearings	\$2.2bn
Dec 1997	Chassis parts, bearings	Chassis parts, bearings	\$2.2bn
Dec 1997	Chassis parts, bearings	Chassis parts, bearings	\$2.2bn
Oct 1997	Chassis parts, bearings	Chassis parts, bearings	\$2.2bn
Oct 1997	Chassis parts, bearings	Chassis parts, bearings	\$2.2bn

■ In February 1998, SDP, a US company, bought a 50% stake in Magna International, a Canadian body and interiors group, bought a controlling stake in Austria's Steyr-Daimler-Puch group. SDP, a complex company, has a variety of activities. These include building vehicles under contract for Mercedes-Benz and Chrysler, and product design, development and engineering through its Steyr-Daimler-Puch Fahrzeugtechnik subsidiary. The deal is believed to mark the first time a supplier has moved so firmly into activities normally associated with a carmaker and, for some observers, marks the beginning of a trend.



Hungry production lines need constant feeding with components

## Potential for more M&A still exists

Car assembly plants and their suppliers are forging ever-closer links, says Haig Simonian

### EUROPE

The dominant themes in the components sector, of consolidation and systems integration, which have been evident globally, have been particularly marked in Europe, home to many of the world's biggest suppliers.

Mergers and acquisitions have continued briskly, with the pace held back only by the decreasing number of takeover candidates and by rising prices for those that remain. However, investment bankers say there is still considerable potential, particularly among medium-sized, family-owned companies in Germany and Italy where first-generation founders are now giving way to second-generation inheritors, who may not be as tied to continued ownership as their parents.

The shift to greater systems integration has been evident particularly in new models or restructured factories. The Smart, the two-seater urban vehicle built by the Micro Compact Car joint venture between Mercedes-Benz and Switzerland's SMH watches group, has taken integration and the use of modules to new heights at its greenfield plant in eastern France.

Even with less radical models, Europe's suppliers and vehicle makers have been working together more closely. Fiat's factory at Melfi, in southern Italy, was

one of the first "new-generation" plants of the 1990s to bring suppliers on site to streamline logistics and cut costs. Since then, other carmakers have restructured their operations - space permitting - to make room for components companies on site.

Ford's Spanish plant in Valencia, which is surrounded by plenty of unbuilt land, now has a growing supplier park adjacent to it, with direct links by overhead conveyors. The creation of the park went hand in hand with the development of Ford's small Ka hatchback, underlining the fact that the pace of change is usually linked to the introduction of new vehicles designed from the outset to incorporate modules built by suppliers.

At Valencia, the adjacent component companies provide various modules, including the welded front end assembly, which would have normally been made by Ford internally.

Even bastions of tradition, such as Mercedes-Benz, where outsourcing is additionally hampered by restrictive German labour arrangements, have been moving in the same direction. Mercedes-Benz's Rastatt plant in southern Germany, heavily restructured for the new A-Class car, now also has a small supplier park.

But the most intriguing development in Europe - and the one with potentially the greatest long-term significance for the motor industry worldwide - is one about which the details are still scarce.

Late last year, Magna International, the highly-acquisitive Canadian body and interiors group, bought a controlling stake in Austria's Steyr-Daimler-Puch group. SDP, a complex company, has a variety of activities. These include building vehicles under contract for Mercedes-Benz and Chrysler, and product design, development and engineering through its Steyr-Daimler-Puch Fahrzeugtechnik subsidiary. The deal is believed to mark the first time a supplier has moved so firmly into activities normally associated with a carmaker and, for some observers, marks the beginning of a trend.

Others have argued the SDP deal was a one-off. Magna's founder, Frank Stronach, is Austrian and has retained close links with his mother country. And Magna works closely with Chrysler in many locations, suggesting the SDP purchase would not have happened without the US group's tacit knowledge and blessing. It should not, therefore, be seen as indicating a threat to the role of carmakers from suppliers, the contrarian view argues.

Which is right? It is too early to assess the long-term impact of the SDP deal until Magna is more forthcoming about its future plans. But for anyone looking for evidence that the pendulum in the relationship between carmakers and suppliers is swinging in the latter's direction, this is probably it.

## Carmakers are feeling uneasy

The pendulum may be swinging in the component makers' favour, John Griffiths reports

The world's leading carmakers are now wondering seriously if they have opened the automotive equivalent of Pandora's box.

They have sought to cut costs, shorten new product lead times and generally make life easier for themselves by devolving to suppliers much of the burden of designing, developing and manufacturing entire component systems - such as dashboard modules or axle assemblies - which the carmakers can then install quickly and simply on the production line.

They have asked suppliers to follow them down the path to globalisation and set up components supply operations wherever in the world the carmakers need or wish.

Spurred by the duly promised rewards - of bigger, long-term orders and potential rivals struck off the carmakers' supplier lists - the main suppliers in the components industry have responded enthusiastically.

Through acquisitions and mergers they have been busily reshaping the components supply chain to the point where, in some key component sectors such as braking systems, there are now only a handful of suppliers with the required global and technological capabilities.

The combined sales of the components sector, now around \$250bn annually, are growing much more rapidly than the turnover of the vehicle makers themselves, and on current trends will continue to do so.

In the past few months, the carmakers' unease about this scenario has been heightened by another trend which has been emerging with growing clarity. Where rationalisation initially involved companies engaged in essentially the same business, now the leading companies are starting to forge alliances across traditional sector boundaries.

As an example, at this week's annual Society of Automotive Engineers (SAE) gathering in Detroit, Breed Technologies of the US, one of the bigger concerns in the vehicle safety systems sector - notably seatbelts and airbags - will flesh out the details of a joint venture with the automotive operations of Siemens, the German electronics group.

The venture provides for Breed to pool its physical restraint system know-how with Siemens' expertise in advanced sensor electronics. Subject to final approvals, the US components group Federal-Mogul is acquiring the UK's T&N, gaining the British group's expertise in a number of fields in which Federal-Mogul's own know-how was lacking. Varty Corporation of the US has sold its Perkins diesel engines subsidiary to Caterpillar to create the world's biggest single diesel engine supplier - and one which has given Caterpillar, for the first time, a presence in virtually every engine size sector in the

global market.

The diminishing proportion of revenue from a finished car going to the carmaker is illustrated well by electronics systems. Their use has already risen to exceed in value the steel content of the average car, and is still growing by around 20 per cent per year. As Ford recently pointed out, some cars - including its mass market Taurus model - already contain more computing power than was deployed in the US moon landings.

The future added-value deriving from advanced transport communications technology will be much higher yet, as installation becomes widespread of high-value systems such as satellite navigation, automatic crash location and emergency signal sending, collision-avoidance radar and even on-board internet.

Large informational technology companies such as Microsoft and Intel are also seeking a slice of the automotive cake and are now adapting games, Internet and other technologies for integrating into car systems.

While the car groups ponder the nature of their relations with suppliers the components groups themselves are finding occasional cause also for disillusion.

Vehicle producers make much of the savings they say they can achieve by using a much smaller number of vehicle platforms - the basic engineering structure of a car - than in the past. Such platforms are

intended to be for global use, further saving costs.

The idea that global vehicle platforms mean global components, with all the implied benefits of scale economies and cost-savings in research and development, has turned out to be a rather simplistic one, however.

Market tastes, varying governmental legislation in areas such as safety and emissions and other factors are still requiring vehicle makers to differentiate their platforms between regions, with substantial knock-on effects for the components supply industry, says Kevin Mann, of consulting group CSM Europe.

When it comes to forecasting market demand, even for companies such as Ford "projecting how many consumers will pay for a given feature makes meteorology look like an exact science", says Mr Mann.

Some 18 months ago, for example, Ford announced that it would fit side airbags to almost all its vehicles, encouraging General Motors and Chrysler to follow suit. Lear, Johnson Controls and other big suppliers of seats thus started developing seat programmes engineering in side airbags - complex programmes involving considerable investment. Then came the "deadly" airbags furore in North America and what looks like a retreat by all three on side airbags in that continent.

But in Europe, where airbag specifications differ, there has been no such controversy, and fittings of side airbag seats are rising rapidly. So much for "global" seating systems.

But in Europe, where airbag specifications differ, there has been no such controversy, and fittings of side airbag seats are rising rapidly. So much for "global" seating systems.

### CASE STUDY

Bosch

## Gently with the brakes...

Two years ago, at the SAE conference in Detroit, Hermann Scholl, chairman of Robert Bosch, astonished delegates by buying Allied Signal's light braking activities. Amid all the talk, here was systems integration and globalisation in action. Has he anything up his sleeve this time round?

"We are in segments which all show tremendous growth," says the tall, 62-year-old Swabian, who has been with the company for 26 years, the last 4½ as chairman. While monitoring the Asian front closely for opportunistic deals in the wake of economic turmoil, he implies all is otherwise quiet.

That does not mean Mr Scholl has lost faith in rationalisation among supply companies. As the world's second-biggest independent car parts group, with automotive sales of DM28.7bn, Bosch counts among the pacesetters in the industry. But for Mr Scholl, the future involves further concentration without eliminating smaller specialists. "There is a trend towards concentration," he says. "But I believe that for some products even relatively small companies will remain Tier 1 suppliers."

Geography and technology will continue to dictate the pace of change. Globalisation among vehicle manufacturers means successful suppliers have to follow.

"You've got to be in Europe, North and South America and key parts of Asia, otherwise you're not regarded as a major supplier," he says.

Technological complexity has upped the stakes. Mr Scholl is convinced modules and systems will become paramount. "We have a growing trend towards modules."

But he reckons the moves towards systems will tend to be slow and steady rather than characterised by abrupt takeover-induced leaps. "Under normal conditions, we prefer to grow on our own but only in very specific cases through."

That may sound a little odd from the company which triggered the latest consolidation wave in braking. Buying Allied Signal's Bendix braking side expanded Bosch's US coverage overnight and transformed it from a company best known for electronic braking to one providing foundation brakes as well.

Allied Signal's operations have now been incorporated in a restructured Bosch braking division, established at the beginning of last year. With sales of DM6.4bn in 1997, braking is now the biggest part of Bosch's automotive operations itself the largest single element of the group's main business.

Although there may be no more big acquisitions forthcoming in braking, Mr Scholl remains confident

about growth prospects.

His focus is on electronic traction control systems, which he believes are poised to break into the volume market just as ABS emerged from hydraulic braking about a decade ago.

Bosch is the leader in this field. Its Electronic Stability Programme uses sensors to detect untoward lateral movements in a car's progress - say, at the beginning of a spin - and applies the brakes selectively to restore stability. Restricted at the outset to Mercedes-Benz, Audi and BMW luxury models, the system, developed over the past eight years, looks set to reach the mass market soon.

The reason is the unhappy birth of Mercedes-Benz's new A-Class car, which embarrassingly toppled over in the now infamous "elk test" last October. Since then, the car has been extensively re-engineered, with the inclusion of ESP as standard rather than as a pricey option. As drivers become familiar with ESP's capabilities, they will demand it on a much wider variety of models, he believes.

But braking is not the only area where Mr Scholl reckons Bosch's combination of technologies has put it in good stead. He is upbeat about the growing links between in-car entertainment, navigation systems and mobile telephony as their respective technologies

start to overlap.

Bosch has already moved quickly off the mark, with the world's first, standard-sized car radio combining a GSM mobile phone. "It makes obvious sense to use installed facilities which are provided for the radio."

The next step will come when real-time traffic information becomes freely available via digital radio. That will then be incorporated into route planning software used together with on-board navigation systems, which Bosch also produces.

Bosch's TravelPilot, one of the two leading on-board navigation brands on the market, is already being fitted as a factory option by a number of carmakers. "What comes next is to link these autonomous systems with traffic data," he says.

But the competition has toughened even for a giant like Bosch after the sale last year by Philips of its in-car electronics activities to Mannesmann. The deal included Carin, the Philips on-board navigation system and TravelPilot's main competitor.

Philips was a doozy rival, even for Bosch. But with Mannesmann now merging the business with its VDO car electronics subsidiary, which specialises in instruments such as speedometers, the battle for space on the dashboard is likely to grow hotter still.

Haig Simonian



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## Components

# Smaller companies are facing uncertain future

New lines are helping to keep employment levels up, says Scott Shifrel

### JAPAN

When Nissan Motor reacted to the Asian financial crisis and Japan's prolonged slump in auto sales by putting pressure on its main supplier of exhaust systems to cut costs, the supplier - Tokyo-based Calsonic - had to react quickly.

But, rather than reduce the workforce, the leading Japanese manufacturer of auto components, with more than ¥320bn in worldwide annual sales, decided to shift its workers into new lines, such as the manufacture of integrated transit systems which alert drivers to traffic jams.

It was the sort of strategy that has kept the 60-year-old company, which also manufactures air conditioners, radiators, silencers, air cleaner parts and catalytic converters, ahead of a curve that has seen vehicle sales shrink to 10-year lows in Japan and in Asia, says Tsuneo Maeda, a senior planner with the company. Japan produced 13.5m cars in 1991 but has since seen that number decline.

"We hit the bottom two or three years ago" when the nation produced 10m cars, says Yukio Kutani, director of the Japan Automobile Parts Association's international division.

The decline of vehicle production in Japan - due to market saturation, weak domestic demand and a continuing Asian financial crisis - is well known. But what is less widely recognised is that parts makers which supply large companies such as Toyota, Nissan and Honda have suffered just as much as the carmakers, if not more.

While auto production rose to 11m units last year,

most of the increase was the result of export sales boosted by a decline in the value of the yen. Overall, even exports are slowing, having plunged from a high of 6.7m in 1988 to 3.7m vehicles in 1996, Mr Kutani says.

The slump experienced by Japan's vehicle makers has carried over to the parts industry, whose 1997 sales totalled ¥13bn - down more than 7 per cent from a peak of ¥14bn in 1991.

While the industry has seen few bankruptcies, some believe more mergers will occur and new alliances will be formed. The hardest-hit companies will be smaller ones. While the Japan Automobile Parts Association has about 500 members, government estimates suggest there are closer to 5,000 parts companies throughout Japan, many of them very small operations.

Citing moves earlier this decade by Toyota and Ford to raise their stakes respectively in Daihatsu, a small carmaker and Mazda, Peter Boardman, an analyst at UBS Securities, predicts more mergers and acquisitions in the car parts industry will follow. As many as half the nation's parts companies could close or be acquired over the next 20 years, he believes.

That sort of Darwinian economic view would seem to be supported by worldwide trends that saw the number of US parts companies cut from 30,000 in the late 1980s to about 8,000 now, Mr Boardman notes. Ford has predicted the number eventually will drop to 35 worldwide.

The Japanese auto parts industry has already seen some of that shrinking with last summer's acquisition of Zexel, a former Isuzu-affiliated supplier of high-pres-

sure pumps, by the German giant Bosch. In addition, Calsonic recently purchased Tokyo Radiator.

Automakers have also reacted to the economic pressure to add more value at lower cost by allowing their affiliated parts companies to seek business elsewhere, Mr Boardman points out.

Yet economic pressures have also had just the opposite effect, says Enda Clarke, industry analyst at Dresner Kleinwort Benson in Tokyo.

"Most successful companies have actually strengthened their ties," Mr Clarke says. Automakers need to develop new cars more quickly and keep costs down, so they need to work even closer with the parts companies on whom they depend.

It is true that Isuzu sold its stake in some of its parts

suppliers, and there have been some large mergers of other parts companies, but mergers and divestitures will not save money unless workers are let go or other cost savings are found, he notes.

At the same time that they face a need to cut costs and remain competitive, Japanese auto parts makers are under pressure to continue investing in costly R&D to keep up with, if not lead in, fast-paced technological developments. Growing environmental concerns, in particular, are spurring Japanese parts companies to maintain a high level of R&D spending.

In a bid to maintain growth, Japanese auto parts companies are also being forced to expand overseas and seek more business with non-Japanese vehicle makers.

## Foreign investment needed

Changes of ownership may provide salvation, writes John Burton

### SOUTH KOREA

South Korea's car components industry could become one of the first sectors to fall under foreign ownership as Seoul desperately seeks investments from abroad to rescue the nation from its economic crisis.

Some of the world's biggest car parts producers have entered negotiations with domestic suppliers for possible takeovers. Analysts believe that Korea could emerge as a regional manufacturing base in Asia for foreign component producers.

"The technological level of Korean manufacturers is better than in south-east Asia and they can be acquired cheaply because of their financial problems," says Kang Hun-sook, automotive analyst with ING Barings in Seoul.

Mando Machinery, Korea's biggest car parts supplier, sought bank-

ruptcy protection in December after its parent Hella group collapsed under huge debts.

It recently announced that it was selling its half stake in Korea Automotive Motor Co (Kamco) to its German joint venture partner, Bosch, for ₩200bn. Mando sought to raise capital and improve cash flow.

Kamco was established in 1983 to manufacture small motors used in power windows and air conditioners.

Mando has also put up for sale several of its other car parts plants. Possible buyers include Ford Motor and ITT of the US, Sachs of Germany and LucasVarley, the UK/US company.

Despite the financial problems at the parent Hella group, Mando's operating performance is considered strong. It reported

1997 net profits of ₩100bn, up from ₩80bn in 1996. When the car parts industry would

boost the plans of both carmakers to gain a 10 per cent share each in the car market.

Analysts predict that the Korean car parts industry, which is now suffering a severe downturn, is expected to maintain production capacity of 2.5m units annually, which is

the second largest output in the world, behind Japan.

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### CASE STUDY Denso

## Adapting to conditions

Even in Japan, few people apart from auto buffs would be familiar with the name Denso. But in the industry the company is revered as the bluest of Japan's blue chip component manufacturers. Originally a division within Toyota, which still has a 24 per cent stake in the company, Denso today boasts among its customers most of the world's leading vehicle makers apart from Nissan, traditionally Toyota's chief domestic rival.

The company, which makes everything from car air conditioners to fuel injection systems and navigation systems, has also been a model among Japanese companies in terms of profitability. Its consolidated return on equity at the end of March 1997 was 7.6 per cent, compared with 6.8 per cent for Toyota. Group operating profits margins were 8.1 per cent, compared with 5.4 per cent at Toyota.

But in the recent difficult trading environment facing the Japanese industry, even Denso has had to adapt its strategies to changing market conditions.

"The weakness of the Japanese auto market means the components market will become even more competitive," emphasises Michio Ojima, executive vice-president. The situation is forcing the company to look increasingly outside its traditional markets for future growth.

In its latest corporate plan, Denso has identified three areas where it believes growth is still possible. The first is new products which are not currently part of the market. For example, air bags which were not part of a car just five years ago are now increasingly standard components.

However, the speed of technological developments means that even the mighty Denso is finding it increasingly difficult to

stay at the leading edge on its own. Instead, component makers will increasingly supply each other with parts, he says.

Another area where Denso is seeking growth is in overseas markets, particularly among foreign automakers. Although the company has manufacturing facilities throughout the world and supplies most of the world's leading automakers, Denso has remained surprisingly dependent on Japanese customers.

The company has also adopted global accounting standards which are only beginning to gain wider acceptance in Japan, such as return on equity and the use of consolidated accounts, as key measures for self-assessment. It has stated, for example, a goal of achieving a return on equity of over 10 per cent in 2005.

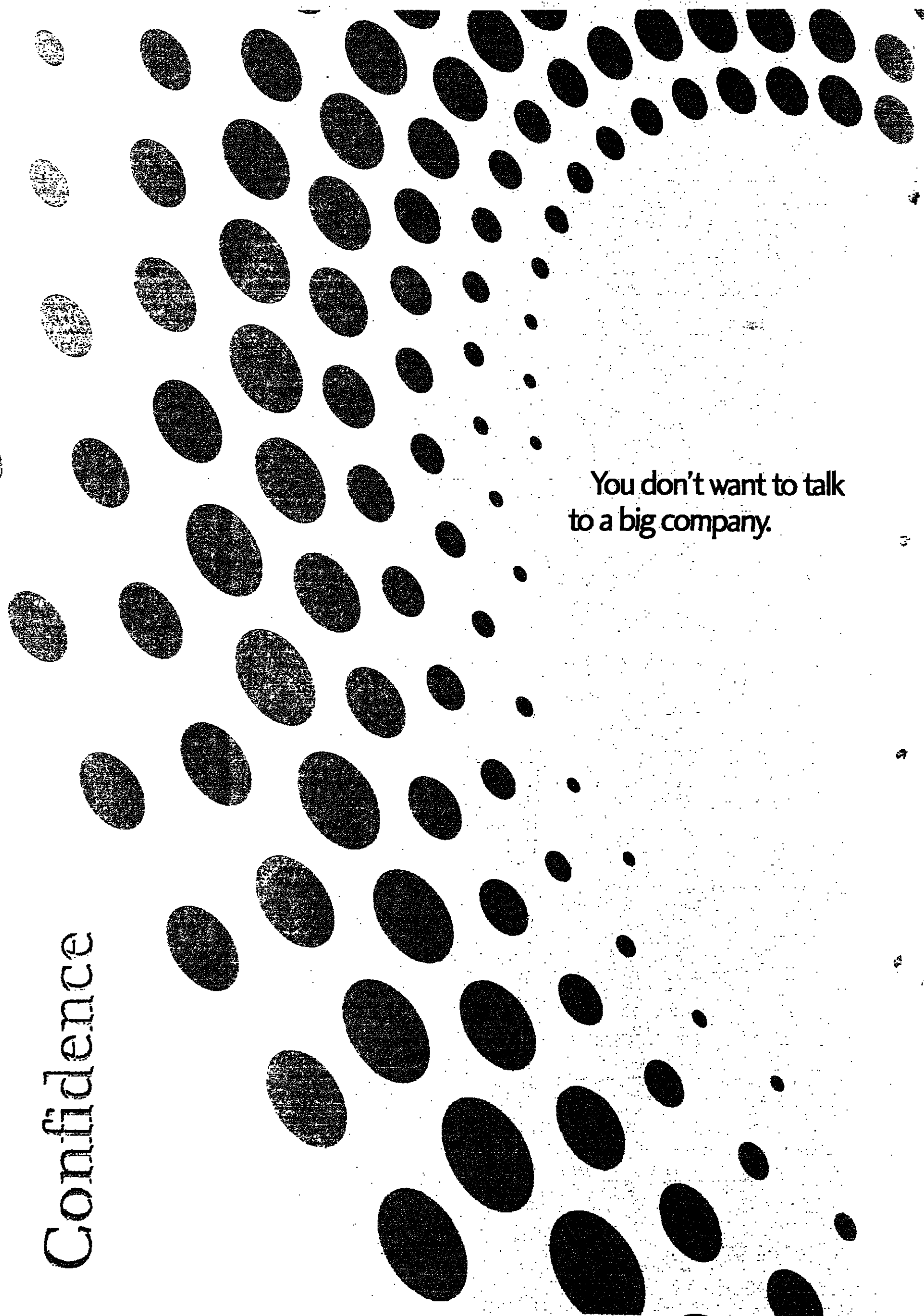
The third area where Denso aims to expand its business is in new applications of its technologies. The Denso name can already be seen on cellular telephones in Japan and the company is also a significant manufacturer of barcode readers.

While it will take some time for these new products to generate profits, Denso aims to increase the sales contribution from new products to 10 per cent by 2000 from 6.5 per cent currently.

With the Japanese economy in the doldrums, Asian markets reeling from the impact of currency turmoil and the need to invest substantial sums in new, environmentally sound technologies, Denso faces a difficult period ahead.

But given its track record, the odds are that the company will emerge from its latest trials even more competitive than before.

Michio Nakamoto



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Confidence



# Components



The way it was: Component manufacture in the early 1990s

## Victims of quality success

Technological improvements have depressed demand in the aftermarket, reports Nikki Tait

### NORTH AMERICA

For North American auto components manufacturers, the past six months have been marked by a weak domestic aftermarket but a more encouraging - albeit mature - original equipment sector.

The uninspiring conditions in the aftermarket can be blamed on a variety of factors. The improved quality of original equipment parts has tended to depress replacement demand, meaning that some companies have effectively become victims of their own product advances. The weather, too, has been unhelpful, with a fairly mild summer and an El Nino-warmed winter sending fewer car-owners to repair shops.

According to the Automotive Parts and Accessories Association, total aftermarket revenues in the US (at the retail level) reached just over \$151bn last year, up by

about 5 per cent from 1996. This, however, is an all-embracing figure covering the likes of maintenance, repairs and fuel. Analysts see the underlying market for parts themselves as more sluggish; over the past three years, replacement part sales have generally risen by less than 1 per cent annually.

The original equipment market on the other hand has been sustained by the strength of the US economy. Total US vehicle sales topped 15m units for the third year running in 1997, providing a fairly stable demand base for independent auto parts suppliers. And, in spite of a sudden 7 per cent decline in January's auto sales, most analysts are still expecting another steady year in 1998.

Against this broad backdrop, independent component suppliers have been faced with a mixture of challenges and opportunities. On the one hand, the stable, but less than stellar, environ-

ment makes pricing competitive and continues to ensure that companies search hard for cost-efficiencies.

But, on the plus side, the car manufacturers' own increased attention to costs has encouraged more outsourcing of parts requirements. This, then, provides good growth opportunities for those component suppliers who can position themselves to meet the car-makers' increasingly global needs. In addition, as vehicles continue to add ever-more sophisticated features - such as electronic gadgetry - some component suppliers have an opportunity to expand their product lines, often into higher value-added segments.

So, it is hardly surprising that the wave of restructurings and consolidations in the auto components sector should continue apace as suppliers attempt to account for a higher proportion of each car or truck produced, service their customers on a

global basis, and streamline their cost base.

Examples of these trends are plentiful, but nowhere have they been more evident recently than at Detroit-based Federal-Mogul, which makes and distributes a mixture of original equipment and replacement parts, ranging from sealing systems to lighting products.

Over the past 18 months, revamped management at the company - which slumped into the red during 1995 and 1996 - has overhauled the manufacturing and administration structure, cutting around 3,000 jobs. An international chain of auto parts stores has been shed, and the company has begun an ambitious acquisition programme designed to bolster key parts of its product range and widen its geographical coverage.

Late last year, the US company bought Britain's T&N for \$2.8bn. More recently, it acquired Fel-Pro, the privately-owned gasket manufacturer for about \$730m. While the long-term financial benefits of this strategy have yet to be proven, the Detroit components supplier can already claim to have moved itself from being a \$2bn com-

pany to one with \$5bn in sales, including a \$1bn core sealing business which now has fairly extensive international reach.

A similar picture, in slightly less dramatic form, emerges at many other companies. For example, Dana Corporation, the Toledo-based axle, clutches and engine parts supplier, shed businesses with sales of around \$900m last year in nine separate deals. At the same time, it acquired operations with \$1.3bn of sales, including Eaton Corporation's heavy axle and brake unit - the whole process amounting to a significant realignment around its core product lines.

Now a big question is whether south-east Asia's economic woes will allow US component suppliers to reinforce their global capabilities in that region - most notably in South Korea. The answer seems likely to be "yes"; already, a number of South Korean companies who have fallen on hard times - such as the Hella conglomerate - are negotiating with US and European parts manufacturers as they try to offload assets to raise capital.

## Multinationals taking over

Local manufacturers fight a losing battle, says Jonathan Wheatley

### SOUTH AMERICA

The 1990s have been doubly difficult for South American components makers.

Liberal economic policies have torn down the trade barriers of the past and thrown open what were costly protected markets, exposing antiquated and unwieldy companies to competition from lean, highly-capitalised foreign manufacturers.

To make matters worse, governments seeking to encourage foreign investment in fast-growing motor industries have raised duties on imported vehicles while slashing those on components.

The result has been a wave of closures, mergers and acquisitions and the increasing dominance of the industry by foreign multinationals. By the end of the decade, all but a handful of "first tier" companies selling to vehicle makers will be foreign-owned, leaving only some in the second tier - those supplying the first tier - in local hands.

In Brazil, by far the region's biggest market and manufacturing base, the process is most advanced. The number of first-tier suppliers has fallen from about 1,000 to a little over 500, and is expected to stabilise at between 200 and 300 by the end of the decade, supported by another 1,000 or so second-tier suppliers.

Most of the big names in Brazil's components industry have been absorbed by foreign competitors. Control of Copaf, which makes shock absorbers, piston rings and exhaust systems and was one of the few manufacturers to establish a presence overseas, was bought in June by Magneti Marelli, the Italian components manufacturer owned by Fiat.

In October, LucasVarity said it would take control of Freios Vargas, the country's biggest maker of brakes.

"Manufacturers are demanding closer and closer relations with their suppliers," says José Ferro, a motor industry consultant in Sao Paulo. As well as encouraging takeovers, this has resulted in several new multinational parts makers setting up in the wake of new vehicle makers.

The "big four" manufacturers in Brazil - Volkswagen, Fiat, General Motors and Ford - will soon face competition from a wave of such arrivals. Investments have been announced by Honda, Toyota, Chrysler, Renault, Peugeot, Asia Motors and BMW, and the big four are expanding in response. If all plans are carried out, the industry's capacity will increase from 2m vehicles a year today to about 2.5m by 2000.

As competition increases, efficiency in the supply chain has become para-

mount. At the new General Motors factory being built in the southern state of Rio Grande do Sul, a small group of suppliers will set up their own factories around the assembly plant.

Chrysler will bring suppliers to the vicinity of its new factory in the southern state of Paraná.

At VW's truck and bus factory at Resende, in Rio de Janeiro state, suppliers have been brought inside the factory to assemble modular units around a central production line.

An agreement on policies for the motor industry between Brazil and Argentina in 1995 set import tariffs of 70 per cent for vehicles imported from outside Mercosur, the fledgling free trade area which also includes Paraguay and Uruguay. Duties on imported parts were set at 2 per cent.

But vehicle manufacturers operating in the two countries are allowed to import vehicles at half the new rate. While duties on vehicles have begun to fall towards a target of 20 per cent by 2000, and duties on components are rising towards the Mercosur common external tariff of about 14 per cent, the regime - which has been challenged at the World Trade Organisation (WTO) by the US and the European Union - is a clear incentive to investment in the two countries, and to cross-border trade.

Dual operation in Brazil and Argentina has become the industry norm, with Argentina tending to be used for higher value, lower volume lines, and Brazil for bigger volume, "popular" models.

A similar regime was agreed in 1993 between Colombia, Venezuela and Ecuador. Duties on vehicle imports from outside the three countries were set at 35 per cent for passenger cars and light commercial vehicles and at 15 per cent for trucks; duties on CKD components and kits were set at 3 per cent.

Local content requirements were fixed at an initial 30 per cent for cars and light commercial vehicles, rising to 33 per cent this year, and of 13 per cent, rising to 18 per cent, for heavy trucks. Components manufactured inside the bloc are treated as local content in all three countries.

So far, only one vehicle manufacturer has attempted to integrate operations across the region as a whole. Fiat's Project 178, the "world car" platform for its Palio, Weekend and Siena models, is produced in Brazil, Argentina and Venezuela, with assembly in Venezuela from kits exported from Brazil and Argentina. Development was carried out with local suppliers: Copaf, for example, helped develop the models' suspension units.

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## Components

# Carmakers look closely at in-house

**Haig Simonian examines the components units at companies such as Ford and General Motors**

With the value of mergers and acquisitions running to \$10bn or more a year in the world components industry, attention has concentrated on consolidation among independent suppliers.

That means observers have sometimes overlooked the often equally big developments at carmakers' in-house operations. Companies such as General Motors's Delphi subsidiary, the world's biggest components group, or Ford Motor's Visteon arm dwarf even the biggest of the new independent amalgams.

Between them, GM and Ford have been pushing through momentous changes to improve efficiency and make their operations competitive with outsiders. Where internal restructuring has failed, the answer has been sale or closure.

Even in Europe, where outsourcing is more prevalent, internal operations have been streamlined. Companies such as Fiat and Renault have pioneered the sale of internal components manufacturing - for example, constant velocity joints or wiring harnesses - to specialists in return for long-term contracts.

The biggest move in Europe came with the acquisition last December by Ecia, the exhaust and seatmaker controlled by Peugeot-Citroën, of Bertrand Faure, the French seating and interiors group. Peugeot-Citroën intends to retain control of Ecia even after the dilution of its stake as a result of the

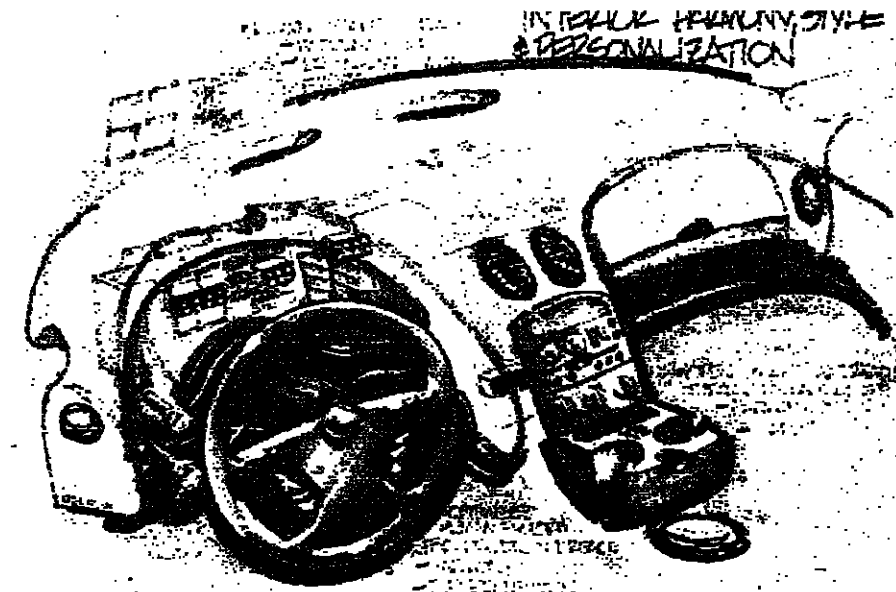
takeover. But Ecia has always been run at arm's length, and the incorporation of Bertrand Faure, which supplies many manufacturers beyond Peugeot-Citroën, should reinforce Ecia's independence.

Even bigger changes have been taking place across the Atlantic. Jack Smith, GM's chairman, says the company should have found buyers for Delphi's big seating and lighting operations by the end of March. The sale forms part of GM's decision late last year to allocate \$3bn to \$4bn to unspecified restructuring charges.

Seating and lighting form an important part of Delphi Interiors and Lighting, one of the Delphi's seven divisions, which had sales of \$5bn last year. Seating is a major operation in its own right, with about 7,000 employees in seven factories, five of them outside the US. Lighting accounts for a further two plants.

With the seating industry dominated by a handful of suppliers, analysts expect a trade sale. Apart from Johnson Controls and Lear, the other candidates include Canada's Magna group - the fast-expanding number three in the business - Bertrand Faure, or Japan's Ikeda.

The seating and lighting sale is part of a continuing restructuring process at Delphi. Over the past six years the company, which had sales of \$28.4bn in 1997, has been striving to reduce its dependence on GM. Its target is to generate 50 per cent



The Delphi way forward: dashboards will be built as a single unit

of sales from outside GM's North American vehicle operations by 2002. That proportion reached 38 per cent at the end of last year.

At the same time, J.T. Battenberg, its chairman, has pursued a "fix, sell or close" strategy for Delphi. That has reduced the number of product lines from 310 in 1992 to 152 last year as the group has concentrated on activities in which it can compete best.

Delphi says it is constantly reviewing its businesses - meaning even those that might once have been considered secure can find their status deteriorating if they fail to remain competitive. Hence the decision to divest seating and lighting operations.

Mr Battenberg has also been grappling with the incorporation of Delco Electronics as Delphi's seventh division. The transfer of Delco, formerly part of Hughes Electronics - another GM subsidiary - followed the carmaker's decision to sell Hughes's defence and space activities last year. After government and shareholder approval, Delco - now renamed Delphi Delco Electronics Systems - has joined Delphi.

While Delco will remain based in Indiana, staff are

being transferred to Delphi's new HQ at Troy, north of Detroit. The shift, intended to underline the integration, also reflects the trend towards systems integration in areas such as interiors where Delco and Delphi were complementary. Delco's audio and in-car entertainment systems, for example, would be built into Delphi's dashboards as a single module.

Only when Delco is fully integrated around September will Mr Battenberg turn his attention to the next priority, a stock market flotation. The idea, mooted after the decision to sell seating and lighting. But most analysts believe the sale of about 30 per cent of Delphi's shares via an initial public offering is on the cards for early next year.

IPOs are still not part of the vocabulary at Visteon, Ford's renamed automotive products group. Nor are disposals. For the moment, its emphasis is to turn what was principally a contract manufacturer for the parent company into a competitive supplier.

In spite of its different emphasis, many of the Visteon's and Delphi's goals are the same. Charles Szuluk, Visteon's boss, wants to

raise the proportion of sales to companies outside Ford from 6 per cent of turnover to 30 per cent by 2002. And he wants to improve Visteon's competitiveness to match that of the best independent suppliers in its chosen areas of activity.

As a first step, Visteon has restructured its previous four divisions into seven, more customer-focused, units. Beneath them, it has established 23 strategic business units, each handling a core activity, such as climate control or audio.

To gear the business units to maximising sales and profits, rather than just bidding internally for Ford contracts, more management and balance sheet responsibilities have been devolved to the heads of the 23 units.

At the same time, Visteon's sales and marketing has been strengthened. Late last year, Craig Muhlhauser arrived from Pratt & Whitney as Visteon's new sales and marketing czar. Since then, the company has been building up sales and marketing teams and opening new offices in major vehicle manufacturing centres.

As a sign of the new times, Visteon's profits will be split out from the Ford group's for the first time later this year. Just a step ahead, Delphi took the same initiative for the first time last year.

# The art of finding the right name...

Companies spend millions on rebranding products and units. John Griffiths takes a look at some offerings

The research and development teams were nothing if not thorough.

For more than five months they questioned, probed and analysed. Management members were interviewed. Employee "focus groups" were co-ordinated. Financial analysts were interrogated. Customer companies of both Rockwell Automotive's heavy and light vehicle systems divisions were surveyed.

And, finally, they came up with, not a new engineering breakthrough, but a name: Meritor.

There is now a considerable investment in time and effort - not to mention the undisclosed costs - deemed necessary to come up with a new identity for a company enjoying in this case annual turnover in excess of \$3bn and being cut loose from its parent of more than 80 years.

The name was devised by Landor Associates, one of the biggest "corporate identity development" companies in the US, and provides no clue that Meritor and Rockwell Automotive - which on October 1 last year ceased to exist as a name - are essentially one and the same.

Playing the name game has become something of a fad in the world's automotive components sector during the past couple of years. Both General Motors and Ford have also separated out their respective components divisions.

GM's components operations, with turnover of almost \$25bn represent by far the world's biggest components company. However, both GM and Ford decided that their respective operations needed to be

more competitive, and could help themselves to become so with new identities and by operating at arm's length from the rest of GM.

Hence, what was GM's Automotive Products Group (APG) has become Delphi. Ford's Automotive Parts Operations (APO) have been turned into Visteon.

For the 175,000 GM components workers, "Delphi" must have come as quiet relief for in the past GM's components operations have endured some tongue-mangling appellations.

There are still painful memories of the 1980s' General Motors Service and Parts Organisation - rolling off the tongue as the acronym GMSPO will all the ease of a minicar bouncing over boulders.

The logic by which GM chose Delphi - full name Delphi Automotive Systems - is fairly straightforward, as is the name itself. GM wanted a simple, forward-looking name instantly recognisable to anyone around the world, after all the previous confusions.

"Simplify is the key word," said the company's president, J.T. Battenberg, with slightly pained emphasis, when he unveiled it to grateful customers and workforces. If some saw irony in the identification of Delphi with the ambiguities of the ancient Greek site's oracle, GM clearly preferred to identify with it as shrine of the sun god Apollo and the shining new era envisioned ahead.

Ford's Visteon is a wholly manufactured name, the world's number two carmaker thankfully shunning some of the puns which have embarrassed its more distant past.

Instead, the company which once made strong men wince with the customer colour charts for the Ford Maverick - *Bulla Blue, Thanks Visteon, and Freuden City* among the more colourful - sought to invoke in Visteon's beholder images of positive panoramas of the future, especially in company with its "energy stream" logo.

Visteon was just one of dozens of manufactured words Ford touted for ages around various reaction-gauging customer "clinics". That did not prevent it getting a fairly lukewarm reception when the new identity was unveiled at the Frankfurt motor show last autumn, however. "Oh well," said George Forrest, associate director of global marketing defensively, "the clinics certainly scored it higher than Delphi..."

Meritor, Landor Associates rather self-evidently proclaims, is also what it prefers to call a "coined" word. It derives from the Latin *meritum*, means, Landor tells us earnestly, "merit, deserve, worth, benefit and service..."

Integral to the name is an equally new logo - a stylised flying bull. It represents, assure Meritor executives, "the company's core attributes: power, stability, integrity and agility. It is a mythological and magical creature which, in flight, symbolises speed to serve customers."

In reality, however, Meritor is still playing it safe.

Look hard, and tiny type below the name offers the slogan: "A Heritage of Rockwell Technology". The apron strings are not completely untied.

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### CASE STUDY Ecia

## Stepping out of the shadows



Daniel Dewavrin: "There is a clear vision of management"

Daniel Dewavrin admits that Ecia is not one of the first names likely to crop up in reviews of leading participants in the world automotive components industry. But, he suggests, it should now be only a matter of time.

Barring a few formalities, including assent from the European Commission, Mr Dewavrin will soon become chief executive of a new French force in the components industry - and one determined to have the global capability required by leading carmakers of their "first-tier" suppliers.

Ecia, 68 per cent owned by PSA Peugeot-Citroën and the French vehicles group's principal components subsidiary, is mounting a friendly takeover of Bertrand Faure, already one of the world's biggest suppliers of automotive seating.

The resulting "new" Ecia, described as "stepping out of the shadows" by securities house JP Morgan, will have annual sales of FF26bn, employ 29,000 and, says Mr Dewavrin, will be in the top five suppliers in each of the sectors in which it will compete. It will become the second-largest French motor components group after Valeo and have nearly 60 plants in 25 countries.

Although both companies are engaged almost entirely in the automotive components sector - Ecia also makes light motorcycles and scooters, accounting for some 15 per cent of turnover - their activities are almost wholly complementary.

Bertrand Faure makes some other interior trim parts such as carpets but derives most of its income from seating. Ecia makes a variety of integrated systems such as fascia modules and is a pioneer of

complete front-end assemblies - including front bumper, light housings, grille and fan-cooling unit. It is also Europe's biggest maker of exhaust systems.

There is taken overlap - Ecia also makes some car seating - but this will be rationalised quickly, says Mr Dewavrin, allowing the group to focus on its four core sectors: seating, other vehicle interior modules, exhaust systems, and front-end systems.

The takeover is no real surprise, having been foreshadowed just over a year ago by Ecia taking a 17.3 per cent stake in Faure. The takeover's "friendliness" is reflected in Mr Dewavrin, Bertrand Faure's chairman and chief executive, heading up the new company.

The FF430-per-share takeover values the seatmaker at FF7.3bn and is being financed by borrowings and a FF2bn rights issue. Peugeot-Citroën will be principal shareholder, with 51 per cent.

The takeover, due to be completed by the end of March, marks the first big strategic step by PSA's new chairman, Jean-Martin Folz, since taking over from Jacques Calvet in October. It will more than double the size of Ecia, created through a flotation of Peugeot's components activities in 1987.

Ecia is the smaller partner, its 1997 sales reaching an estimated FF10.4bn, compared with Bertrand Faure's FF16bn. Both are profitable, with Ecia reporting net income of FF219m in 1997's first half after earning FF364m net on turnover of FF9.5bn in the whole of 1996.

Bertrand Faure's 1997 first-half net earnings of FF280m on sales of FF8bn

represented a sharp increase over the FF308m net profit and sales of FF13.9bn sales for all of 1996.

"We are talking about the integration of two successful companies with a high potential for synergies," says Mr Dewavrin. "There is a clear vision of its management, and organisation - and there will need to be no major structural changes because of the mainly complementary activities."

Enhanced buying power, improved capacity utilisation through a wider product range and common equipment and systems are perceived as key benefits for the new group.

The deal also has an element of defensiveness - a recognition that the continuing concentration of the world components industry into a few dozen global companies demands size, technological resources and economies of scale which neither Bertrand Faure nor Ecia could command on their own. Faure's main rivals, Lear Corporation and Johnson Controls, have annual automotive sales of around \$5.2bn and \$4.5bn respectively.

"The trend towards concentration is not yet over," says Mr Dewavrin. "The present deal will take us towards global critical mass; we will become a major player of the industry, and will be considered as such."

It also means an intensified search for "outside" customers. In that respect, Faure has

been better off than Ecia. Around 75 per cent of its sales are outside France and French customers, compared with 45 per cent for Ecia.

Peugeot-Citroën currently accounts for 24 per cent of combined turnover. Volkswagen group 18 per cent, Renault 14 per cent and BMW/Rover another 11 per cent. The remaining 23 per cent includes Mercedes-Benz, Jaguar, Honda, Mazda and Mitsubishi.

North America, Japan, China and the emerging Mercosur economic region of South America, notably Brazil and Argentina, are prime targets. Mr Dewavrin says there should be good potential to expand business with North America's "big three" vehicle makers, General Motors, Ford and Chrysler.

Both Ecia and Bertrand Faure already have footholds: Ecia is a licensed supplier of exhaust equipment to Ford, while Faure supplies Chrysler indirectly through a contract with Canadian components group Magna International. "New" Ecia wants to build on Faure's existing resources in North America, which include four small plants and a Detroit research centre.

Faure does not necessarily mark the end of Ecia's growth by acquisition. "We are fully prepared to take on additional acquisitions if they are necessary to achieve our global goal," says Mr Dewavrin.

John Griffiths



## Components

### CASE STUDY

# Smart work for partners

For students of supplier integration in carmaking, the future is here – but not quite. The decision late last year by Mercedes-Benz and Smart to postpone output of the Smart minicar by six months to April was a severe blow.

Press reports concentrated on the need to re-engineer the Smart after the problems with Mercedes-Benz's A-Class car. As a similarly tall and narrow vehicle, MCC feared the Smart would be subjected to the same tests, with the same results, as the A-Class in the now infamous "elk" avoidance manoeuvre.

But the other reason for the delay was unspecified problems with suppliers. Neither names of companies, nor the nature of the problems, were revealed. But all, it appeared, was not well at MCC's factory at Hambach in eastern France.

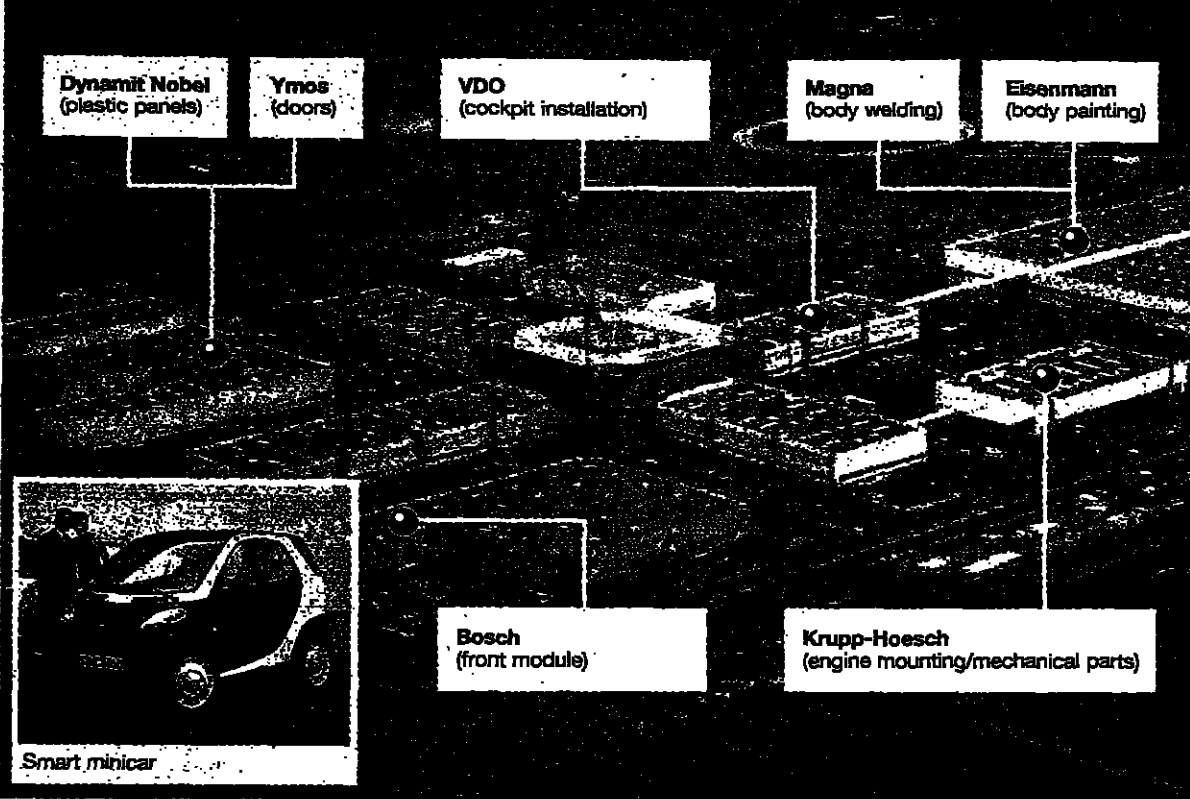
Delays to the start of a new car are nothing unusual. Volkswagen, hardly a novice, has still not managed to reach production targets for its new Golf, almost six months after launch. MCC had more grounds than most to expect trouble: breaking every rule in the motor industry's book, it had decided to build a new vehicle at a new factory with a new workforce in a region with no history of carmaking.

But the state of play at the Smart plant – dubbed "Smart Ville" by MCC and even local residents – has a deeper significance than for just the company. For all the publicity about the revolutionary two-seater Smart, it is probably the factory which has the greater resonance for the motor industry than the actual car.

That is because MCC has done what many motor industry pundits have long been moaning: integrating suppliers to save time and money in product development and manufacturing and to improve quality.

At Hambach, a handful of key suppliers, called "system partners" in Smart speak, have played an unprecedented role.

### Smart Ville's integrated suppliers



Companies such as Bosch (front modules), Dynamit Nobel (plastic body panels) and Krupp-Hoesch (mechanical sub-assembly, including the motor and axle), have been involved in the project from the start. Their role has embraced consultation on the vehicle's basic design to co-ordination of development and production engineering and even direct involvement in the layout and workflow in the factory.

For Smartville is like no other car plant in the world. The main assembly area is a large building shaped like a mathematical addition or plus sign. Around it are the separate premises of the system partners, linked by conveyor belts.

Each Smart is welded together by Magna, the Canadian body and components group, in its building adjoining the "plus" before being passed to Eisenmann for painting. The painted shell is then taken by overhead conveyor to the first axis of the "plus", where component

modules from other system partners are fitted at the appropriate point on the line. Shaping the assembly area like a "plus" allowed the system partners to be located at just the right place on the assembly line for the installation of their modules.

Hambach's novelty does not end there. Workers from the system partners mix freely, are treated identically to MCC's own staff, and take charge of final assembly within the "plus". To underline their common purpose, all eat together in a common canteen, located above the centre of the "plus". The commanding views of the assembly lines and rectification area from its windows are supposed to drive home the sense of transparency and the company's message that quality is crucial.

That, at least, was the official line until the revelation of last year's problems. Very little information has trickled out about the details, but among

the issues at stake were poor fitting of some modules and quality deficiencies in others.

The setback has had wide ranging repercussions. For Mercedes-Benz, it could hardly have come at a worse time. The company had barely digested the impact of the A-Class fiasco. Mercedes-Benz officials note that this time at least the design modifications came before the vehicle went on sale, rather than after.

The delay has also raised questions about the basic concept of the Smart – always a controversial vehicle because of its limited passenger capacity and relatively high price. And it has saddled MCC, in which the German carmaker has 81 per cent, with unspecified extra costs.

Apart from sales foregone, MCC may also have had to compensate its 100 or so Smart dealers, which invested heavily in new premises. Some claims may well have been made by disgruntled suppliers. The financial arrangements with

the system partners are more complex, as they are believed to involve some element of risk sharing. But even here, the company may have been saddled with demands for compensation.

What is less easy to judge is the impact of the delay on the concept of supplier integration in general. A number of carmakers are believed to be examining Hambach closely as a potential blueprint for similar plans of their own. Last year, General Motors said it would build an unspecified new small car at a plant in southern Brazil along what appear to be very similar lines to Hambach.

Most observers expect MCC to overcome its problems, with output being started in April. But it is already clear that how matters work out in Hambach will have much wider repercussions on the motor industry than just in eastern France.

Haig Simonian

# Neighbours make for good relations

Many carmakers are encouraging suppliers to set up alongside their factories. John Griffiths reports

Jaguar, Ford's UK-based luxury cars division, has made clear that when it starts making its first high-volume car – the X400 – in three to four years' time, it wants to be able to draw components from supplier parks adjoining the Halewood production site on Merseyside in north-west England.

Its reasons for doing so are straightforward: primarily that the parks allow just-in-time delivery to assembly lines and lower substantially inventory costs.

With traffic congestion already costing the UK economy at least £10bn a year in delays, lost man-hours and wasted fuel, most carmakers see supplier parks as an ideal way of reducing both costs and uncertainties.

Similar thinking has led to land clearance for the creation of supplier parks alongside existing vehicle production plants and their incorporation into the overall design of the greenfield factories carmakers are rushing to establish in fast-growing regions of the world such as Latin America.

General Motors is building what it describes as a supplier "village" for the new car plant it has under construction at Gravat in Brazil. The village will house well over a dozen leading suppliers, such as Lear Corporation, the French Valeo group and GM's own components subsidiary, Delphi. All are Tier 1 suppliers.

They will be supplying to Gravat's assembly lines not merely parts but whole component systems, from suspension packages to seating, dashboard and similar modules – further helping the carmaker by greatly simplifying assembly line processes.

GM, Ford and other carmakers see themselves increasingly as assemblers of these high-value component packages, from what are now more accurately called systems integrators than merely parts suppliers. The relationship is mostly

a symbiotic one. A significant trend of the 1990s has been for carmakers to devolve to their major suppliers much of the responsibility for researching, developing and manufacturing the component systems which make up around 80 per cent of the value of a vehicle.

In return for their hard work and willingness to invest in supply facilities at Gravat, or almost wherever in the world the big carmakers wish, the relatively small number of suppliers with global capability are rewarded with much higher value, long-term contracts than has been typical in the past.

In a few cases – so far – the relationship is so close that it is difficult to see dividing lines. Tier 1 suppliers at Skoda's main facility in the Czech Republic, for example, are working at facilities within the plant itself, building component systems to be fed directly on to the assembly line.

What many in the industry regard as a good model for the supplier park system is just being completed at Ellesmere Port, the site in north west England – just a few miles from Jaguar's Halewood facility – where GM's Vauxhall subsidiary is building the latest-generation Astra car range.

The \$30m park is small, at 21 acres, but already houses several Delphi operations, plus Plastic Omnium and Mackie Automotive Systems. Delphi will produce various systems and sub-assemblies, such as steering and suspension packages, while Plastic Omnium will provide plastics-based component modules such as bumpers complete with lighting and mounting points for quick assembly to the car. Mackie will assemble a variety of systems, including cooling and ventilation.

They are interfacing with the assembly line through SILS (supply in-line sequence). The components suppliers receive vehicle assembly schedules from

Vauxhall at frequent intervals daily, and transfer component assemblies in correct sequence to small "trains" running on dedicated tracks to the precise location on the assembly line where they are needed. Plant managers say the system is making it possible greatly to reduce detailed assembly work on the lines.

The leading Tier 1 suppliers are already demonstrating their capability to provide almost any required component system for vehicles, from complete plug-in dashboard modules to – in the case of Chrysler's light truck plant in Brazil – an entire chassis complete with wheels which needs only rolling onto the assembly line. Mayflower, the UK-owned engineering group, is also providing the complete body for the low-volume Fowler roadster.

While the Procter is too low-volume for Chrysler sensibly to consider making its own body for the car, the light truck case in Brazil provides a good example of some vehicle makers' concern about whether this type of activity is going too far.

In the past, Chrysler's president, Thomas Stallkamp, has said that Chrysler would retain control of vehicle design, assembly, core drive train components, car body pressings and key electronic systems but that everything else would be "up for grabs".

While still approving of the partnership relations forged with its Tier 1 suppliers, and acknowledging the pivotal role they have played in Chrysler's dramatic resurgence, the company shows signs of setting limits on how far the process will be allowed to go. The urgings of leading suppliers that they should be allowed to develop entire interior packages – embracing everything from the dashboard to seats and roof lining – so far are falling on mainly deaf ears.

There are still limits, it seems, to how far carmakers are ready to give up production process control.

### CASE STUDY

# Standing up to seating challenge

Few companies in the motor industry have latched on to the trend towards "outsourcing" as well as Johnson Controls, a US company which at the turn of the 1980s was known purely for its non-automotive interests in heating controls and plastics containers.

During the past 13 years Johnson has used these activities as the somewhat unlikely base to become one of the world's two biggest makers of car seats and related interior systems for vehicles. It gains sales from these products – which many carmakers prefer to leave to outsiders rather than make them in their own plants – of some \$7bn a year.

Johnson has total annual sales of around \$11bn, including building controls and car batteries. With Lear, the other US company which

leads the field in car seats, Johnson early on grasped the idea of taking over from the carmakers the job of supplying these essential parts of a vehicle's interior.

In the mid-1980s, the car companies did this job almost entirely in their own factories. Today, Jim Keyes, chairman and chief executive of Milwaukee-based Johnson, estimates that 80 per cent of the seating in new cars in the US is outsourced to a maker such as Johnson. Lear, or other suppliers such as Delphi, the automotive component arm of General Motors.

In Europe, the comparable proportion for seat outsourcing is about 70 per cent. Johnson has more than 130 seatmaking plants, most of them in the US and Europe, with another 11 due to be added this year. Many of these are satellite units

close to big car factories, with the seats delivered on a just in time basis straight to the assembly line.

Mr Keyes, who started his professional career as a college lecturer in finance, says that seatmaking involves more than just the efficiency increases involved through taking over responsibility for one of the apparently duller aspects of building a vehicle.

"Outsourcing is normally thought of as reducing costs. But it's really about technology," he says. Johnson employs 1,500 seat engineers – compared with nil in 1985 when it first started in the business – who are involved with a range of aspects of seatmaking and design on behalf of the car manufacturer. While aesthetics and safety are of prime importance, the engineers are also concerned with the structural aspects of seating designs, how to build the products with maximum efficiency and new textiles that may be more comfortable and act as

a sales feature.

Mr Keyes sees as crucial the drive to increase the proprietary element of the design work done by Johnson's engineers, so more of it can be used across a number of car models and different customers.

"Three years ago, 80 per cent of our development work was done on behalf of individual customers and only 20 per cent was our own proprietary designs," says Mr Keyes. "Today the proportion is about 60:40 and our goal is to turn this to 20:80."

Through this process, Johnson reckons that it can encourage engineers to come up with ideas that can be spread around a number of customers and car models and so boost its own revenues. Another strategy is to emulate its arch-competitor, Lear, by moving into other non-seating areas of car interiors (such as roof interiors and trim parts) as part of a move to offer a "total interior" service to

automotive companies.

Following the \$635m purchase by Lear in 1995 of US interiors company Automotive Industries, Johnson followed up a year later by paying \$1.5bn for Michigan-based Prince, a maker of miscellaneous interior parts including lighting and ceiling supports. The deal – which Johnson helped to finance through the sale last year of its plastic container division for \$650m to a division of German packaging group Viag – should help the company to build strengths in this field, Mr Keyes says.

A third way of adding growth is to follow the big US and European car companies as they build plants outside these regions, for instance in south-east Asia and South America. At present, Johnson's seating sales are split roughly 2:1 between the US and Europe, with very little outside, but by 2000 Mr Keyes promises "significant" revenues from outside these regions.

Peter Marsh

**"Will the car maker of the future be a virtual company, simply marketing a collection of systems from mega-suppliers?"**  
**Will Tier One give way to Tier Zero?"**  
- Karl E. Ludvigsen, Chairman

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Mar 13-22: Cars and accessories exhibition; Copenhagen; +45 32 52 88 11

Mar 18-22: Leisure vehicles fair; Lyon; +33 4 7222 3344

Mar 25-28: Off-road vehicle exhibition; Munich; +49 89 5107 0

Mar 25-29: Motor show; Malmö; +46 40 690 85 00

Apr 22-28: Components,

garage and filling station equipment exhibition; +44 (0)181 953 1688

Apr 24-28: Motorhome and tourist show; Peterborough; +44 (0)1776 391109

Apr 25-28: Automotive trade show; Birmingham; +44 (0)171 235 7000

May 12-14: Automotive business show; London; +44 (0)1883 732222

May 12-14: Automotive exhibition; Göttingen; +46 31 10 91 00

May 21-27: International automotive show; Poznań; +48 61 69 25 92

May 22-31: Motor show; Madrid; +34 1 72 25 000

June 2-5: ISATA auto technology symposium; Düsseldorf; +44 (0)181 681 3069

June 6-11: International trade fair of trucks and utility vehicles; Bmo; +44 (0)181 761 6311

June 30-Jul 3: Company car in action; Millbrook (UK); +44 (0)1737 768611

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## Components

# Outsourcing: Why I have reservations

Ian Gibson, chief executive of Nissan Motor Manufacturing (UK) takes a contrarian view

An increasingly hyped vision of the future of car-making has component makers building large sub-assembly modules, such as the entire facia and instruments, in their plants and then delivering them to the assembly line at the car manufacturer. In this world, supplier employees, rather than the carmaker's staff, would fit these large modules to the car.

Another scenario – already a reality – is where suppliers take total control and responsibility of fundamental parts of the manufacturing operation such as the paint shop, as paintmaker Dürr has at the Mercedes A class plant in Germany.

Neither is necessarily right for a truly lean manufacturer, particularly one which sets its goal to be in the first handful of world class carmakers. How to achieve world class quality and productivity and lean process stocks are some of the issues raised by these "visions" of the future.

Outsourcing certainly has its role. Indeed, as much of the vehicle as possible should be outsourced to specialists who are leaders in their field. Nissan, at its Sunderland plant in north-east England, has pursued this course relentlessly from the outset. Everything from seats, carpets and facias, to small pressings, accounting for more than 70 per cent of the car's value, is produced by suppliers. That is as it should be, and is a higher level than achieved

by many of our rivals. The highest quality, lowest cost and best technology will be available from these suppliers. No carmaker would dream of making its own fuel injection pump or injectors; we all leave it to the likes of Bosch.

Every carmaker will position the limit on outsourcing differently. Nissan's Sunderland plant produces in-house plastic fuel tanks, rear axles and cylinder heads. In many cases, the technology for these components is unique to Nissan; in some cases the level of technology required is not available from suppliers.

It is important to define exactly the reasons for outsourcing. If it is a result of an analysis of who has the expertise, who can provide the best technology, who can develop most effectively at world scale, then it is likely to be the right choice. If it is a way of reducing in-house difficulties, seeking lower labour rates, achieving higher productivity than seems available in-house, there are more fundamental questions to be asked – and almost certainly, different answers to be gained.

Control of assembly quality and problem investigation are both made significantly more complex when major sub-assemblies are outsourced – it is difficult to conduct continuous improvement, team building and unbiased problem solving across business boundaries. Experience tells us that obtaining shared goals



Ian Gibson: 'It is important to define the reasons for outsourcing'

through one company is not easy – compound that at your peril, or at least make sure you do not lose more opportunities in the next decade than you gain in the next three or four years. Rarely does a carmaker identify the real reasons why it is giving up control of major parts of the manufacturing operation. Often it is because in-house productivity in the assembly operation is poor and suppliers starting afresh can do better, so reducing costs. If, in addition, in-house labour costs are high and labour flexibility or absenteeism is poor, their suppliers will appear to be attractive alternatives to continuing to assemble in-house.

To justify such a move it is a "useful" mindset to have engineers design the sub-assembly so that it has to be produced as a module. You can see how the argument for outsourcing develops into a grand strategy; however, a strategy which is implemented for these reasons is deeply flawed.

Perhaps the biggest disadvantage of outsourcing of sub-assemblies is its incompatibility with the vital quest for lean manufacturing. One of the most important things in any manufacturing process, or indeed in any process at all, is to eliminate wasteful activities. The sub-assembly concept

inevitably means more handling, and so cost, but more significantly you will be producing "them" long before they are actually needed at the point of assembly on the production line. In-process stocks will be higher, restrictions on scheduling greater, floor space wasted, risk of damage increased – the list of opportunity for waste and weakened control goes on, of that there can be no doubt.

The "lean" principle is to make a component as close to the point in time and location as it is needed. At Nissan in Sunderland, the Micra facia was assembled on a short conveyor line close to the assembly line, with finished facias being loaded into a rack for moving to line-side. This was a great deal better than bringing in a large sub-assembly from a local supplier, but still not good enough by world standards.

As part of a normal "just-in-time" exercise, the nine-station conveyor is now standing dormant and instead two staff stand on a moving "shuttle" which moves with the assembly line for three car lengths and then returns to its start station for the next cycle. The process lead time has dropped from 38 minutes to 42 minutes and the manning has been reduced from three to two.

The second man in the operation both finishes assembling the facia and then fits it to the vehicle – all within the normal track cycle time. A similar just-in-time exercise in the Micra suspension area has seen the number of hub assemblies in-process shrink from 30 to zero. Likewise, the manning has been reduced by one-third as hub assembly now takes place at the point that the hubs are fitted to the front axle.

Any need to increase the in-process stocks should be questioned very hard indeed; it may be justifiable, but be careful. Adding suppliers adds complexity, so the benefits must in turn be even greater to justify a double handicap. Be certain of one thing: the best will not accept necessary evils, they will eliminate them. Those that create them now as an "easy" way to avoid problems or reduce cost dilute their ability to stay with the world's best.

If a supplier delivers large sub-assemblies you have lost control and your ability to achieve continuous improvement is impaired. As a car manufacturer your ability to achieve world class quality and cost is diluted. Beware the religion of outsourcing because it will consign many carmakers to the second division in the race to be world class.

### CASE STUDY

## High hopes for rewards

Of the world's big automotive components companies, few have such a glittering array of technologies to dip into as TRW, which combines its car interests with being one of the US's biggest makers of satellites and other space systems.

While the goal of transferring skills between such different industrial operations has often led to disappointing results when it has been tried by other companies, TRW has high hopes that its car division can reap big rewards by getting access to new techniques pioneered by the other parts of the company.

TRW's automotive sales of \$7.9bn a year put it among the world's five biggest independent vehicle parts suppliers. It is the world's biggest maker of air bags for protecting passengers in crashes and a leader in other parts, such as steering systems, engine valves and seat belts. While some 90 per cent of its automotive sales are in the US and Europe, each with roughly equal shares, TRW is also trying to prove sales in the industrial nations of south-east Asia and South America.

The other side to TRW, which is based in Cleveland, Ohio, covers a variety of space and telecommunications activities. These operations, with annual sales running at more than \$8bn a year, have been bolstered by the recent \$1bn acquisition of BDM, a US software and consultancy business.

Non-defence government organisations and private companies add up to a large proportion of the

customers for the telecoms and consultancy part of TRW. The company has also built up expertise over 30 years as a provider of satellite and space systems to the Pentagon, for instance for the US government's top-secret military communications satellites.

As the pressure on the US military budget has reduced opportunities for growth in this part of the company, the effort to transfer ideas from the space and communications division to the automotive unit has increased. TRW's space research and development spending of \$1.5bn a year from the US government is the space and communications side of the business and is spread among a number of its own divisions, says Peter Hellman, TRW's president of the automotive division. He gives as a unique example of a spin-off from the automotive part of the company.

While this process has not yet borne fruit, TRW's automotive division is looking for a change of heart from the space side. The engineering division of electronics and other technologies which are being transferred to the automotive unit. At any one time, about 100 of the TRW's defence engineers are working on vehicle projects, for instance on sensors for driver control systems for



Peter Hellman: 'There's magic in the numbers'

steering. "There are big growth opportunities," says Mr Hellman. "About 10 per cent of our automotive component sales involve electronics, and the figure could be several billion dollars in a few years."

In the past, efforts to channel ideas from high-tech, aerospace-related fields to cars within the same companies have frequently ended in failure. Few tangible results came, for instance, from the attempt to interchange the cultures of aircraft and vehicle building during the early 1990s when the UK's Rover car group was controlled by British Aerospace. Similar disappointments came during the short-lived experiment of General Motors taking charge of Hughes Aerospace, the world's biggest satellite builder. Hughes was sold last year to Raytheon.

Mr Hellman insists TRW's efforts will provide better results. "The other companies tried to address technology transfer through changing their organisations. We are doing it by transferring people. Our customers are already starting to see the benefits."

Peter Marsh

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### THE 3RD ANNUAL WORLD ALUMINIUM CONFERENCE Strategies for Developed and Emerging Markets 15 & 16 June 1998, Hotel Inter-Continental, London

Intensifying competition and volatile emerging markets are forcing a radical re-think of business strategy amongst aluminium producers. The aftershocks of the crisis in Asia, together with telescoping product life-cycles in emerging markets, must surely impact the paradigms for success in the new century. Can industry leaders even be sure of the major markets in their own backyard?

The World Aluminium Conference will bring together senior industry executives, their customers and investors in a stimulating forum to consider these fundamental points and address the demands of the world-wide marketplace.

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Reynolds Metals Company

Mr François Pruvost  
Managing Director  
ACRE (Aluminium Can Recycling Europe)

Mr Ted Arnold  
First Vice President and Minerals Economist  
Merrill Lynch, Pierce, Fenner & Smith Limited

Mr Keith Mitchell  
Director  
PCI (PET Packaging, Resin and Recycling) Ltd

Mr Ivar Rasmussen  
President  
Hydro Aluminium Extrusion

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Mr Stephen Bettcher  
Vice President  
Can Stock Sales and Marketing  
Kaiser Aluminum

Mr R S Vatsan  
Managing Director  
Aluminium Industries SDN BHD

Mr John Barter  
Senior Vice President and  
General Manager, Aluminium Division  
SNC-Lavalin Group Inc

Mr Parks A Dodd  
Director, Strategic Planning  
Alumax Inc

The organisers reserve the right to alter the programme as may be necessary

THE 3RD ANNUAL WORLD ALUMINIUM CONFERENCE  
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## Companies

# An independent Meritor hits the ground running

Larry Yost talks to John Griffiths  
about the group's early months  
following its spin-off from Rockwell

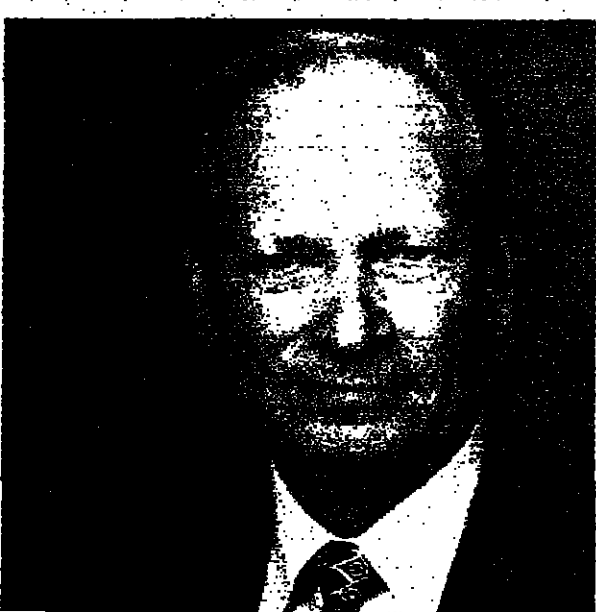
Meritor, the US automotive group spun off from its Rockwell International parent in October, is projecting sales to grow by 8 per cent and earnings per share to advance by 15 per cent over the next several years. Its chairman and chief executive, Larry Yost, says the company will make whatever acquisitions are necessary to make it a world market leader in its chosen core business segments.

Meritor claims already to be the world's biggest maker of truck and trailer axles, truck anti-lock braking systems, and other heavy duty driveline components through its HVS (heavy vehicle systems) division, and of some key elements of car components systems, particularly window regulation and LVS's own turnover rose by 50 per cent in the 1994-97 period.

Earnings growth comes as a result of both rising sales and a firm onslaught on costs. The latter are being cut by around 4 per cent a year as Meritor's management systematically applies the sharper focus on business efficiency made possible by independence.

Not surprisingly, the company's senior executives have had a good idea where to look for savings, as most are Rockwell veterans. Mr Yost previously had been running the heavy systems division, while light systems president Bob Calder has been overseeing the division's globalisation strategy for years.

Although vehicle systems – both car and truck – are becoming more complex, particularly as electronics proliferate, there is no intention to broaden significantly Meritor's product range into



Larry Yost: Asia's troubles are a relatively short-term disruption

new areas. "Where HVS is concerned, our focus will remain on the drivetrain, but downstream of engines; that's one area where we have no interest."

Much of the growth is accounted for by the LVS division, whose investments in facilities in a number of developing markets – typified by a complex at Liberec in the Czech Republic which has already become Meritor's sole (and low-cost) source of global supply for some door system components – have been paying off. LVS's own turnover rose by 50 per cent in the 1994-97 period.

Executives at Dutch-based DAF, for example, insist that there will remain a high level of "in-house" components, including engines, despite DAF's takeover last year by Paccar of the US, the world's second-largest heavy truckmaker. Paccar, like much of the North American truck industry, buys in most of its main components from companies such as Meritor and diesel engine manufacturers Cummins and Caterpillar.

Thus companies such as Meritor cannot help wondering whether and for how long the DAF stance might endure. "Certainly, with the globalisation process, international competition has become very intense and the truckmakers have got to keep finding more ways to cut costs," says Mr Yost.

Growth does seem assured, however, in the form of the increased sophis-

tication of component systems and the additional revenue that can flow from their design, development and manufacture.

"For example, we started out with producing axles," says Mr Yost. "We built up a significant share in those and then came contracts to add the brakes. Now we are into the complete air suspension system; and, of course, the business will become more and more valuable as the truckmakers move towards global truck platforms."

In terms of global strategy, Meritor has already staked a long-term claim to a share of the inevitable growth of China's vehicle car and truck markets, even though it is accepted that the road to consistent, worthwhile returns is likely to be a long one. It expects returns from several investments in India's burgeoning car and truck markets somewhat earlier, and is bullish also about the prospects for Mercedes, where it also has both car and truck ventures.

For all that, Mr Yost knows that the sector will remain tough, with margins under relentless pressure – evidenced in Meritor's own \$192m operating profit, \$99m net – on its \$3.3bn sales during the final year under Rockwell's ownership.

Mr Yost is not daunted. "Look at the industry trends – they're all playing into our hands," he says.

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